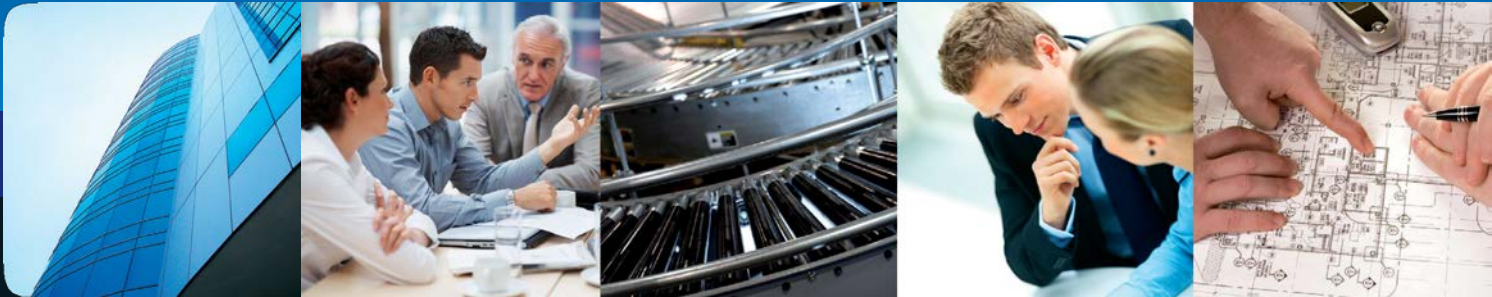


# Growth Champion

Using Six Sigma to achieve sustainable growth - 2 Days



## Developing sustainable growth using Six Sigma

All businesses want to grow but what differentiates the real winners is the ability to continue to grow successfully year after year. Six Sigma for growth helps Management champions identify and overcome the real barriers to sustainable business growth.

The growth champion's role is to facilitate a corporate culture of change, achieve alignment of major stakeholders and ensure the required resources are in place to create a sustainable approach to business growth

### Purpose & aims

The programme is designed to give a clear understanding of the benefits that Six Sigma for growth brings and explains how to create a sustainable approach to profitable growth within an organisation. It enables growth champions to effectively translate strategy into clear plans for growth, and explains how to identify, prioritise, select and launch projects to achieve sustainable growth.

Students will learn how to:

- ✓ Identify barriers to growth.
- ✓ Develop a culture for sustainable growth.
- ✓ Define ways to grow a business including market analysis, customer value, key accounts and pricing.
- ✓ Introduce effective methods for tracking and reporting sales performance.
- ✓ Understand the current selling culture and develop and implement the infrastructure to support growth and deliver real customer value.
- ✓ Develop a sales and marketing strategy in line with the business strategic plan with key performance indicators (KPIs) and milestones to track performance.
- ✓ Deliver growth plans effectively.

### Target audience & pre-requisites

Directors and senior managers who are responsible for business growth. Growth Champions should possess a good grasp of the overall business operation, be clear on the organisation strategy and be able to effectively influence other stakeholders.

The programme is designed for anyone who has been tasked with delivering strategic improvement within a marketing and sales environment.

*"The best Six Sigma projects begin not inside the business but outside of it, focussed on answering the question: how can we make our customers more competitive? What is critical to our customer's success?"*

Jack Welch



+44 (0)1676 532470  
www.sigmapro.co.uk

## The Programme

The programme is two days duration. It covers why Six Sigma for growth is successful, gives an explanation of the components of a Six Sigma for growth programme and covers its deployment in to an organisation. The course includes helping delegates to develop an action plan for organisational improvement and delegates are encouraged to share experiences from within their own organisations.

Programme content:

### The business case for Six Sigma for Growth

- Explains the background and basic ideas behind the Six Sigma for growth approach.
- Linking the growth activity to strategy
- Understanding the relationship between process and financial performance

### Six Sigma for Growth in detail

- Basic concepts of adding value to customers, waste and variability
- Developing new products, processes and markets.
- The People, Project and Processes framework
- Overview of DMAIC and DMADV approaches

### Deploying Six Sigma for Growth

- A five stage framework for developing a growth culture
- Success factors for a sustainable improvement approach
- Understanding resistance and managing change

### The Champions Role

- Project identification, launch and tracking
- Measuring programme results
- Selecting and developing growth leaders

### Creating an action plan

- Ensuring alignment with Strategy
- Assessing organisation current state
- Developing individual and organisational plans
- Gaining commitment

## Approach

The programme is a mix of classroom teaching, individual and group exercises, case studies and real world examples. Accelerated Learning approaches are extensively used to ensure rapid learning and maximum knowledge retention. Students are encouraged to share experiences from their own projects with the training group.

In house programmes can be varied in content and delivery duration to ensure alignment with specific organisation needs.

Detailed student assessments and suitability reviews prior to commencement of the programme are also available.

## Certification

Candidates that complete the programme will become SigmaPro certified people dynamics practitioners. Certification requires completion of training, passing the exam and submission of course work.

All training material is provided in hard copy folders as well as digitally.

*“ Every salesforce has a few outstanding performers. What is it in their way of working (process) which makes them outstanding? If we can identify these processes and give them as tools to the rest of the organisation we will increase sales effectiveness. ”*

Steffan Ternstroem

## Benefits

The skills developed by the students enable them to make a more effective contribution to the organisation in developing relationships, building teams and influencing others, leading to more effective leadership, problem solving and performance improvement.