



ASQ  
Latin  
America

The Global Voice of Quality®

# LATIN AMERICA CONFERENCE ON QUALITY, IMPROVEMENT AND DEVELOPMENT 2017

OCTOBER 5-6, 2017 | MEXICO CITY

| Developing Quality Professionals into Change Agents

# PROGRAM

Thursday October 5

Horario	Activity	Speaker	Subject
7:30 a 9	Registration		
9 a 10	Key Note Speaker	Benito Flores	Successful Quality Professional X Ray
	Coffe Break		
10 a 12	Workshops	Edwin Garro	Learning and Appling Design for 6 sigma to your Profesional Development Plan
		Chris Hayes	Self-directed happenstance: You in Control
		Mark Durivage	“Supplier Quality, A Quality Professional's Global Challenge”
		Jorge Mejia	Save Time and Money. “Learnings for the Successful Transition in ISO 9001:2015 and IATF 16949:2016”.
12 a 1	Networking Sesion	Rosa Manzano	Building your Network based on your expertise/ interest
1 a 2	Lunch		
2 a 4	Workshops/Paneles	Panel	Survival Guide for a Quality Engieneer
		Panel	Ideas to Evolve your Quality Role
		Marilyn Wheatley	Part 1. Data based Culture: Crayola Case study Part 2. Only 30% Of Improvement Initiatives Succeed: Tackling the #1 Challenge for Quality Improvement Initiatives
		Mark Olson	ASQ Six Sigma Forum - Connecting with others with Lean Six Sigma Tools
	Coffe Break		
4 a 5	Key Note Speaker	Manuel Palacios	Innovation in Google and the Role of the Quality Professional
5 a 6	Welcome Cocktail		



LATIN AMERICA CONFERENCE ON  
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# PROGRAM

Friday October 6

Horario	Activity	Speaker	Subject
7:30 a 9	Registration		
9 a 10	Key Note Speaker	Bill Troy	The Economics of Quality – Data and Reflections
	Coffe Break		
10 a 12	Workshops	Mark Durivage	“Risk-Based Thinking in the Quality Management System (QMS)”
		Raúl Molteni y Carolina Sodelli	Accelerating the Improvement by the Integration of Change Management and Lean
		Elidé Sedas	Learnings and Discoveries of the Experience Applying Root Cause Analysis
		Andrew Baines	Changing competencies for Quality Professionals
12 a 1	Networking Sesion	Luz Maria Karg	Exploring Development Experiences
1 a 2	Lunch		
2 a 4	Workshops/Paneles	Panel	Dairies of a Quality Manager, the Challenge
		Panel	How to be a BB and Does not Die in the Intent
		Miguel Villalobos	Ontological and sistemic coaching, leadership and continous improvement catalyst
		Denis Devos	ASQ Quality Management Division - Introduction to FMEA
	Coffe Break		
4 a 5	Key Note Speaker	Stephen Hacker	Transformational Action Required: The Result of Accelerated Change and Increased Complexity Worldwide
5 a 5:30	Closing		



LATIN AMERICA CONFERENCE ON  
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## WORKSHOPS DESCRIPTIONS

### Chris Hayes / CEO, Impact Performance Solutions

Chris has served in various management positions throughout her career including Quality and Continuous Improvement Manager at Chromalox. She has worked in the quality arena for 25 years in numerous industries including healthcare, manufacturing, aerospace, distribution, medical device and food and drug. She has served as adjunct faculty at Utah Valley University.

Chris earned an MBA as well as an undergrad degree in Project Management. She holds certifications including PMP, an ASQ Certified Six Sigma Black Belt (CSSBB), Lean Six Sigma Master Black Belt (LSSMBB), Quality Engineer (CQE), Quality Auditor (CQA), Manager of Quality / Operational Excellence (CMQ/OE), Human Resource Development specialist, Organizational Systems Improvement Specialist, as well as bronze certification in Lean (LBC).

Chris specializes in working with organizations across the globe providing both Operational Excellence services and training in multiple areas.



# WORKSHOPS DESCRIPTIONS

## **ASQ Lean Enterprise Division - Self-directed happenstance: You in Control**

Ever wonder how others seem to do it all effortlessly and flawlessly? Do you know you were destined for something greater, but just not sure how to get there? The answer is not a secret, it's simply a matter of taking control.

This session will introduce you to some of the concepts and tools that have been used for decades by some of the world's most successful organizations to insure achievement of their business goals.

Learn how to apply these same tools and techniques to achieve your own personal or professional goals. Details of session: The presenter has spent years coaching businesses to succeed through the use of lean, quality, project management, and six sigma. Participants will be introduced to primary factors in their lives that prevent them from succeeding and the four elements that will catapult them into success; whatever that may mean to them.

They will learn how tools such as mind mapping, mission / vision statements, Guiding Personal Principals, communication styles, SWOT analysis, target conditions, x-matrix, risk analysis, and meaningful metrics can be used with a twist to achieve the same success that world-class businesses obtain. Who should attend: Anyone wanting to take control of their ability to achieve their personal and professional goals using proven business management tools and techniques.



## WORKSHOPS DESCRIPTIONS

### **Andrew Baines / Managing Director, ASQ Global**

Andrew Baines joined ASQ in January 2015 and has more than 30 years of work experience spanning the food industry, auditing and conformity assessment, and international business development.

Living in New Zealand for the past 23 years, Baines is originally from the United Kingdom, where he graduated from Dundee University in Scotland with an honors degree in microbiology. After graduating, Baines worked in the food industry in quality control, quality assurance, and product research and development before emigrating to New Zealand where he began a career auditing quality, environmental, and safety management systems.

Andrew led the conformity of an assessment body, including establishing a New Zealand government-owned agency. With experience working in China, Southeast Asia, the Middle East as well as North America and Europe, in his last position, Baines was responsible for international business development.

He concurrently served on the board of directors of RABQSA (now Exemplar Global) for seven years, resigning to join ASQ in his current position. At ASQ, Baines leads ASQ Global, which is composed of Regional Centers in North Asia, South Asia, Latin America, and the Middle East and Africa.



# WORKSHOPS DESCRIPTIONS

## Changing competencies for Quality Professionals

This research is intended to examine the key changes in business over the next 10 years and the associated skills required for future quality professionals. The insights gained from the analysis are intended to prepare quality practitioners for the upcoming job markets and enable them to make sound business decisions.

The American Society for Quality (ASQ) and the International Academy for Quality (IAQ) partnered to create a comprehensive, global view of the knowledge and skills quality professionals will need in the years ahead.

Andrew will explain about the key objectives for the research including:

- Examine the perceived changes in the business environment 10 years out.
- Make this research global, including participants who work around the world in leadership roles, leaders in quality professional societies, and those who are emerging leaders in quality.
- Uncover skills quality practitioners need to know to prepare them for the job market and to advance their careers to the C-suite.



# WORKSHOPS DESCRIPTIONS

## Edwin Garro / Director General PXS

Global entrepreneur, founder of four successful companies including PXS. Elected ASQ Fellow in 2014. Certified CQE, CMQ/OE, CSSYB, CSSGB, CSSBB, CQA and CQI of ASQ. Certified instructor in Lateral Thinking and Six Thinking Hats (creativity techniques) of Edward De Bono. Industrial Engineer from the Instituto Tecnológico de Costa Rica and Master's degree in Manufacturing Engineering from the University of Massachusetts, Lowell.

Author of the book "Development of innovation projects with DFSS" and co-author of the books Yellow Belt Primer, Green Belt Primer, and Lean Six Sigma first. Member of the bloggers group " ASQ Influential Voices of Quality". He has participated in the certification of more than 1,000 professionals in the areas of: quality, Software, Green Belt, Black Belt, reliability and quality management in 10 countries and with professionals from 19 countries.

With 23 years of experience in national and multinational companies from the high technology, manufacture and services. Former scholarship holder JICA (Japanese International Cooperation Agency) and Fulbright.





# WORKSHOPS DESCRIPTIONS

## **Learning and Applying Design for 6 sigma to your Profesional Development Plan**

In this workshop, we will see how to use the tools of the cycle DMADV (define, measure, analyze, design, verify) to design a successful professional career. We will begin by establishing a goal for our career path to then "hear" the voices of the various "stakeholders" (employers, family, market, society, country, technological advances).

Once established the voice of Stakeholders, we will design a "professional pilot" using Design Thinking techniques, and finally choose the best pilots with a matrix of Pugh and other filter tools.

The result will be a professional development plan to become the ideal professional according to the different voices and aspirations and ideals of each participant.



## WORKSHOPS DESCRIPTIONS

# Raúl Molteni / CEO of Molteni Consulting Group

Raul is CEO of Molteni Consulting Group and the Consultative Group on Management Improvement, Member of the Council of Directors of the American Society for Quality, academic of the International Academy of Quality, Vice President Quality in Governance, Think Tank of the International Academy of Quality, Argentina Country Counselor of ASQ and ASQ Lean Division member.

Certified Business Director (DEC-ADE-IGEP) and Black Belt certified by ASQ. Raul has over 35 years of experience leading projects of improvement and innovation through the application of models of excellence, management change, standardization, continuous improvement and Lean Six Sigma, processes at all levels of organizations and different types of industry.

Among them are ABInBev, BNP Paribas Cardif, Danone, DirecTV, Temaikèn Foundation, LATAM Airlines, Molinos Rio de la Plata, Mondelèz, Nextel Communications, Sullair, Telefe, Telefónica, The Coca-Cola Company and Zurich in Latin América.



# WORKSHOPS DESCRIPTIONS

## **Accelerating the Improvement by the Integration of Change Management and Lean**

It is usual that, when faced with a process improvement project, the team concentrated its efforts on the technical aspects of the implementation, for example, Lean Six Sigma as a set of tools and leaving in a second plane to aspects related to the part human change. Often, this is the main cause of failure.

Techniques and tools offered by the Lean Six Sigma methodology allow to collect and analyze data, as well as determine the root cause of the problems. However, the methodology offers very little in change management techniques. This leads to a lack of commitment and resistance from people impacted by the change, preventing to comply with the objectives of the project. It is usual to hear executives complain about projects that do not achieve results. And that usually leads to deny the improvement methodologies or the new applied technology. But the data show that more than 60% of projects show no results because the human aspects were not adequately addressed.

Best results and greater efficiency are not possible if people do not change their behavior and way of doing their work. Implement a project Lean Six Sigma, accompanied by a strategy and methodology in management of change increases significantly the results, it makes them sustainable, because it mitigates resistance and generates commitment and cooperation by stakeholders; It puts everyone on board project and generates the setting needed for best results.

During the two-hour workshop will seek to review these concepts to practical activities where attendees can work in applying and integrating methodological change management processes in a deployment of a Lean project, working on different strategies and tactics of approach.



# WORKSHOPS DESCRIPTIONS

## Miguel Villalobos/ Consultant

Expert in process optimization, organizational development, quality systems, "Six Sigma", troubleshooting, continuous improvement, lean manufacturing, human development and emotional intelligence among others.

Mechanical engineer with over 15 years of experience in the manufacturing industry. Master's degree in mechanical engineering from the Tecnológico de Monterrey. Master's degree in psychotherapy Gestalt (human development).

Counselor of ASQ LMC Ciudad Juarez, Mexico

Certifications:

- Six Sigma Black Belt by ASQ
- Emotional Intelligence Coach by SMART Centers of intelligence.
- "International Master Coach' by the Inter-American Academy of Coaching (AIAC)



# WORKSHOPS DESCRIPTIONS

## **Ontological and systemic coaching, catalyst of leadership and continuous improvement**

Coaching is a creative process of accompaniment to discover "internal resources" that the customer possesses, and support you to convert them into plans, strategies and action that will lead to better results, both individually and organizationally. Engage in a coaching process helps leaders to maintain a well-tuned and clear vision to ensure the efficient implementation of a quality management system, promoting continuous improvement and therefore a special service customer.

Coaching and leadership are key factors that can complement the quality and continuous improvement strategies and thus achieve extraordinary results in the key indicators of the Organization (KPI's). When the leaders develop coaching skills can influence more assertively in his direct staff, so that they become in leading systemic and can build high-performance teams that consistently achieve extraordinary results in their processes, satisfaction of its customers and benefits for shareholders.

A systemic leader is one who based their actions on clearly established and strategies based on the goals, vision, mission and values of the organization. It is an individual who is constantly innovating, managing changes, motivates and inspires his colleagues, measures and evaluates the performance, and has skills to interact in any environment and manage resources for all processes of which it is responsible.

### Workshop Objective

Discover the importance of the development of coaching and leadership skills to influence in a positive way processes, leading indicators, key performance (safety, quality, and costs) are more easily obtained and benefit to all participants of the organization. Deliverables of the workshop:

- Tools to identify the type of leadership
- Basic diagnostic tools to determine the level of maturity in the issues of human development, organizational development and process optimization.
- Tools to understand the process of the development of the organizational DNA.



## WORKSHOPS DESCRIPTIONS

### **Denis Davos/** Global Vice Chair for the ASQ Quality Management Division

Denis J. Devos is a professional engineer with a long career supporting the automotive industry. He is a Fellow of the ASQ and is a recognized expert in the application of the ISO 9001 and TS 16949 Standards.

Denis was the developer of the Risk is the Compass risk-based audit model in 2001. In the past 15 years, Denis has been working throughout Canada and the United States leading clients through organizational design, technical training, and internal audit.

He practices in many industries, provides training and internal audit services, and coaches his clients in Lean Thinking.

Denis is the Vice Chair Global for the ASQ Quality Management Division and is a regular contributor to conferences at the Audit Division, Management Division, and the World Conference.



# WORKSHOPS DESCRIPTIONS

## **ASQ Quality Management Division - Introduction to failure modes and effects analysis**

This two hour session will introduce participants to the basics of Failure Modes and Effects Analysis. This powerful risk assessment and mitigation tool was introduced by the US Air Force to help reduce flight safety risks, and is now used extensively in the automotive industry as the backbone of driving quality and reliability higher with lower costs. Whether your background is manufacturing, healthcare, government agencies, or other services, FMEA is one of the most powerful tools that QA professionals can have at their disposal. Training in the FMEA methodology can assist all members of the organization to anticipate failure and prevent a problem before it occurs.

Topics include the applications and benefits of FMEA; completing the spreadsheet based on the 3-dimensions of risk: severity, probability of occurrence, and ability to detect; assigning Risk Priority Numbers; and the importance of Recommended Improvement Actions and follow-up. Classroom lecture is combined with illustrative examples to ensure that participants are able to apply the abstract concepts of the FMEA to their every-day work.



# WORKSHOPS DESCRIPTIONS

## Elidé Sedas/ ASQ LATAM Instructor

Elidé Professional purpose is to promote innovation and improvement in the organizations through capacities development in their leaders and facilitators, to obtain a sustainable performance. Elidé is an Industrial Chemical Engineer from the “Instituto Politécnico Nacional”, ESIQIE, she is a Certified CQE from ASQ since 1992, also an ISO 9001:2000 Specialist at the ISTO International Standardized Testing Organization 201/52/11/004 since 2001 and more recently she completed a Master’s degree in Cognitive Development, from the Instituto Tecnológico y de Estudios Superiores de Monterrey in Mexico City.

Elidé is a quality professional with a very complete career in the chemical and glass industries.

Elidé is a key resource as a Consultant, lecturer and trainer for training for organizations as ASQ in Latin America and INLAC.





# WORKSHOPS DESCRIPTIONS

## **Learnings and Discoveries of the Experience Applying Root Cause Analysis**

Through experience using root cause analysis, Elidé has met a series of learnings and has been able to discover why efforts to conduct an analysis that reveals systemic variables which are a complex problem has been and will continue to be a challenge for organizations.

Is known that less than 50% of the organizations consider that their analysis efforts are effective, the most significant perceived barriers are:

low understanding on how carry out an in-depth investigation

misallocation of resources including the time

only 1/3 of the organizations has a model from RCA that is consistently used

80% of the organizations do not provide training of RCA

Lets learn from Elidé experience key concepts to carry out effective analysis and avoid the headache that are corrective and remedial approaches.



## WORKSHOPS DESCRIPTIONS

### **Jorge Mejía/** Founder of CEC Corporation and LMC Mexico City Chair

Jorge Mejía joined ASQ in 1992; he is a senior member and is currently the President of the LMC México City. He is an industrial engineer with a master's degree in quality and a PHD in administration. Jorge is founder of CEC Corporation, a company that provides consulting services in competitiveness. He has trained over 800 top executives and consulted multinational companies in implementing the principles of operational excellence and quality standards for over 25 years across many industrial sectors, including automotive, aerospace, food and corporate services. Mr. Mejía has been an advisor of some companies' winners of the National Quality Award and the Shingo Prize. He has been an international lecturer in Brazil, Chinese, France, Mexico, Spain and USA. He is Professor for the Master of Quality Engineering at the Iberoamericana University. He holds the following certifications by ASQ: CMQ/OE, CQA and CQIA. He received the medal as distinguished examiner for the National Quality Award on October 7, 2010 from the Mexican President Felipe Calderón.



# WORKSHOPS DESCRIPTIONS

## **Save time and Money: Learnings for a successful transition in ISO 9001:2015 and IATF 16949:2016**

Nowadays, organizations are facing issues in the successful implementation of the new industry standards such as ISO 9001:2015 and IATF 16949:2016.

The key question is: How do we ensure a successful transition that saves time and money?. During this workshop, we will share the learnings that the organizations have had in their journey to the continuous improvement.

Participants will be able to exchange the experiences they have had in implementing these standards in their organizations. We invite you to participate in this interactive workshop. It will be the great opportunity to learn and have fun together. #ASQWorldLeader. #PassionForQuality.



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# WORKSHOPS DESCRIPTIONS

## **Marilyn Wheatley / Technical Support Specialist in Minitab**

Marilyn Wheatley is a Technical Support Specialist and has been with Minitab since 2010. As part of Minitab's technical support team, she assists customers with questions about software use, statistics, and installation in English, Spanish and Portuguese.

She earned a Six Sigma Black Belt certification from Arizona State University, a graduate certificate in Applied Statistics from Penn State University, as well as an M.A. in Economics and B.B.A. in International Business & Accounting from Eastern Michigan University. She is also a regular contributor to the Minitab blog.



# WORKSHOPS DESCRIPTIONS

## Part 1: Data based Culture: Crayola Case study

In an effort to build a data driven culture to drive innovation efforts, Crayola used Minitab as their data analysis solution in their Six Sigma program implementation.

Identifying and addressing process variances and improving efficiencies are just some of the challenges that Crayola tackles as they continually drive problem solving in their manufacturing processes. In this workshop, we will showcase the Minitab tools that help Crayola and can help others in the manufacturing space garner insights from their statistical data aimed at improvement.

Tools and core concepts such as control charts, Gage R&R, capability analysis and graphical analysis will be covered. These aim to arm quality improvement professionals with the tools and core concepts needed to influence change with data analysis.



# WORKSHOPS DESCRIPTIONS

## Part 2:

### **Only 30% Of Improvement Initiatives Succeed: Tackling the #1 Challenge for Quality Improvement Initiatives**

According to the Juran Institute, a lack of management support is the number one obstacle to a quality program's success. Furthermore, 60% of the organizations surveyed by ASQ in their 2016 Global State of Quality study asserted executives don't know or don't measure the financial impact of quality.

To sustain senior management commitment, quality managers and their teams need to be able to demonstrate how their improvement program is affecting the bottom line. However, many organizations lack the resources necessary to aggregate program data and product with timely, reliable reporting.

Using our Companion by Minitab software, we will illustrate how a set of integrated tools helps quality professionals prove the impact of their projects by giving them easy access into the progress, performance, and bottom-line impact of the organization's entire quality initiative, or any individual piece of it to drive conversations with senior management.

We will walk through getting automatic, up-to-the minute reporting on savings and KPIs, using custom roadmaps to standardize metrics and methods, and replicating successful projects quickly and easily to maximize the efficiency of improvement processes and easily communicate the impact of your quality projects to your organization's decision markers.



# WORKSHOPS DESCRIPTIONS

## Mark Durivage/ Principal Consultant in Quality Systems Compliance LLC

Mark Allen Durivage has worked as a practitioner, educator, and consultant. Durivage is Managing Principal Consultant at Quality Systems Compliance LLC. He received a B.A.S in Computer Aided Machining from Siena Heights University and a M.S. in Quality Management from Eastern Michigan University. Additionally, Durivage served an apprenticeship and is a journeyman mold maker. He is an American Society for Quality (ASQ) Fellow and holds several ASQ certifications including; CQM/OE, CRE, CQE, CQA, CHA, CBA, CPGP, and CSSBB. Durivage is an active member of the ASQ Toledo Section, Reliability Division, Food, Drug, & Cosmetic Division, Biomedical Division, and Customer-Supplier Division, holding several Section, Division, and Society leadership positions.

He is a contributing editor/author of several books published through ASQ Quality Press including; *The Certified Pharmaceutical GMP Professional Handbook 1<sup>st</sup> and 2<sup>nd</sup> Editions*, *Practical Engineering, Process, and Reliability Statistics*, *Practical Attribute and Variable Measurement Systems Analysis (MSA)*, *Practical Design of Experiments*, *Practical Process Validation*, *The Certified Reliability Engineer Handbook 3<sup>rd</sup> Ed*, *The Certified Supplier Quality Professional*, and *The CSSBB Study Guide*. He has also been published in *Quality Magazine*, *Quality Progress*, and is a regular contributor to *Life Science Connect*.

Durivage's consulting practice focuses on internal, supplier, and due diligence auditing, quality system implementation, process improvement and optimization in regulated and non-regulated industries. Durivage and his family currently reside in Lambertville, Michigan.



# WORKSHOPS DESCRIPTIONS

## **Risk-Based Thinking in the Quality Management System (QMS)**

Risk is ever present in today's business environment. This presentation will define risk, define risk-based thinking, discuss the risk management process, and explore risk tools.

Several practical examples will be presented to help understand risk and identify the tools appropriate to identify, analyze, evaluate, reduce, and accept risk. This session is intended to be interactive and time will be allotted for questions related to risk management as related to the QMS.





# WORKSHOPS DESCRIPTIONS

## **Supplier Quality, A Quality Professional's Global Challenge**

Globalization has changed the way the supply chain is managed. This presentation will discuss ASQ Certifications, examine the Certified Supplier Quality Professional Certification, explore Supplier Quality Standards and Regulations, discuss the role of Supplier Quality, and explore Supplier Quality Best Practices.

This session is intended to be interactive and time will be allotted for questions related to supplier management including the evaluation, selection, and monitoring of suppliers.



# WORKSHOPS DESCRIPTIONS

## Mark Olson / ASQ Global NewProduct and Program Development Manager

Mark has more than 25 years' experience in business, marketing, and project management. As the product/program development manager with ASQ Global, Mark collaborates with ASQ Regional Service Center staff in Mexico, China, India, and the UAE to help facilitate the development and distribution of numerous educational and other program solutions that help meet the local needs of members and clients.

In 1998, he worked to establish and directly manage the complete development, production, marketing, sales and deployment of ASQ's brand new Six Sigma training program. He served as ASQ's lead project manager to develop and oversee large-scale, customized six sigma training deployments and other training programs and learning solutions for a variety of ASQ Enterprise members and corporate accounts on a global scale.

As a program lead in ASQ's Education Group, Mark also led content development efforts and maintenance of other ASQ educational courses predominantly focused at specific manufacturing market segments, some of which includes Lean Manufacturing, ISO 9000 and AS9100 standards, auditing, and ISO 22000 and other quality methods in traditional and technology-driven modalities.

For eight years, Mark also served as ASQ's technical program developer and project lead for the annual ASQ Lean and Six Sigma Conference. He is a member leader of the ASQ Six Sigma Forum Advisory Council. Olson has also served as a member of the Editorial Review Board for ASQ's *Six Sigma Forum* magazine.

He has a BS Degree in Business Management and an Associate of Applied Science degree in fluid power engineering. Mark is an ASQ Certified Manager of Quality/Organizational Excellence and a Certified Quality Improvement Associate.



## WORKSHOPS DESCRIPTIONS

### **ASQ Six Sigma Forum - Connecting with Others Through Lean Six Sigma Tools**

Do you know a little bit about lean six sigma? Do you enjoy connecting with people? Do you like fast-paced workshops? Then plan to participate in this special session to as a great way to connect with your fellow conference delegates! Hosted by the ASQ Six Sigma Forum, this session brings together an opportunity for Conference delegates to meet, greet, and go through a series of highly interactive activities in a fun and energetic way. Join us and share your experiences and knowledge with others through teamwork that is designed to help you make new connections, share ideas, and have some fun along the way!

