

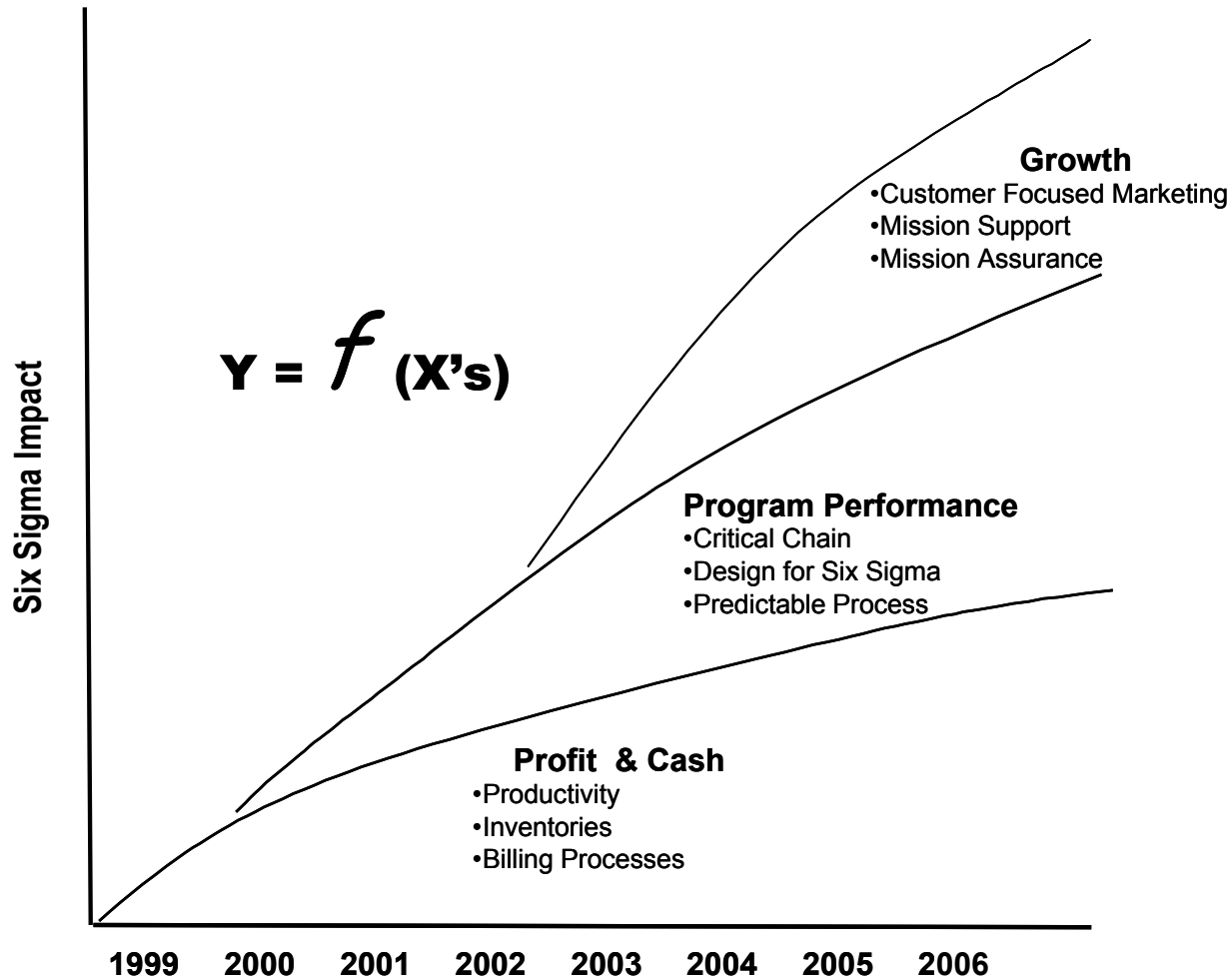
# **Six Sigma and The Chorus Of The Customer**

## **Pulling It Together To Enable Growth**

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# Raytheon Six Sigma™ Evolution



# Is World Class Performance Good Enough?

- Being best in class was the key ambition
- Then being world class was the requirement
- But we are measured everyday against those companies who offer something beyond world class; e.g.
  - Disney
  - The Ritz Carlton
  - Lexus
  - Starbucks
  - Cirque Du Soleil
- In this Flat World, business growth is more important than ever
- Take your business beyond world class and In2the stratosphere
  - Start by building relationships with the chorus of the customer

# Where Can Growth Occur?

Need/Product/Service	New	<p><b>Marketing With BD And Adv Programs</b></p> <p>Establish and grow demand For new products/services with current customers</p>	<p><b>BD with Adv Programs And Marketing</b></p> <p>Establish, grow and develop new customer segments for new products/services</p>
	Existing	<p><b>Sales</b></p> <p>Grow and develop demand for existing products/services with current customers</p>	<p><b>Marketing With Sales</b></p> <p>Establish, grow and develop Demand in new customer segments with existing products/services</p>
		Existing	New
		Customer	

**Where Are the Major Growth Opportunities?**

What are the market trends?

What is the competition doing? New entrants/existing

Where are the disruptive technologies?

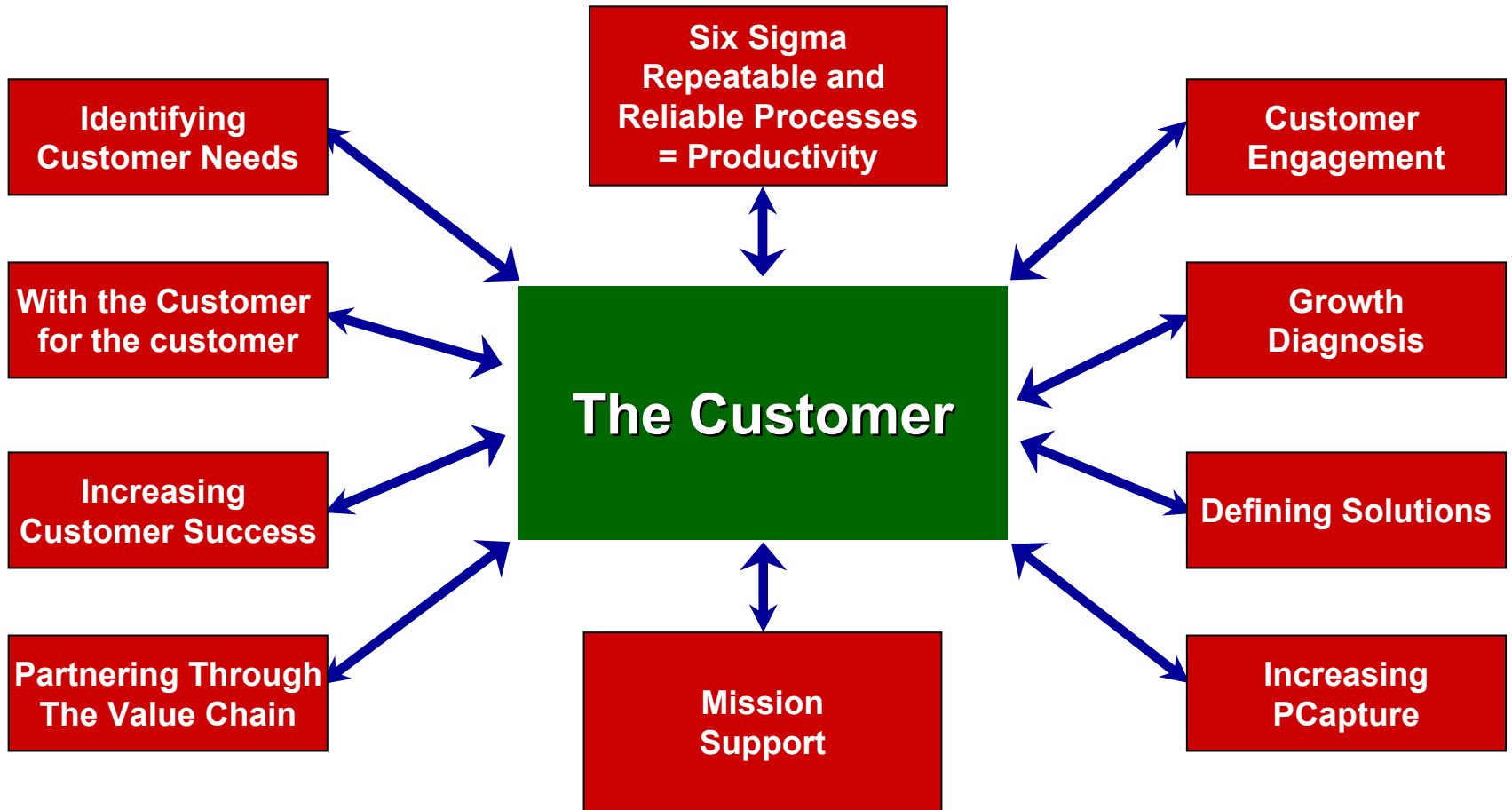
# The Chorus Of The Customer

- **Our customers are often diverse and disparate**
- **A customer can be characterized as a user, a broker, a fixer, or another influencer**
- **In this ‘chorus’ it is important to know who sings the melody and who sings the harmonies**
- **Getting insight into what is in the minds of our customers is vital**
  - What concerns them?
  - What makes them tick?
- **We must determine who our customers are, how to understand their needs and how to proactively satisfy them**

**So How Can Six Sigma Help?**



# Where Six Sigma Meets The Chorus

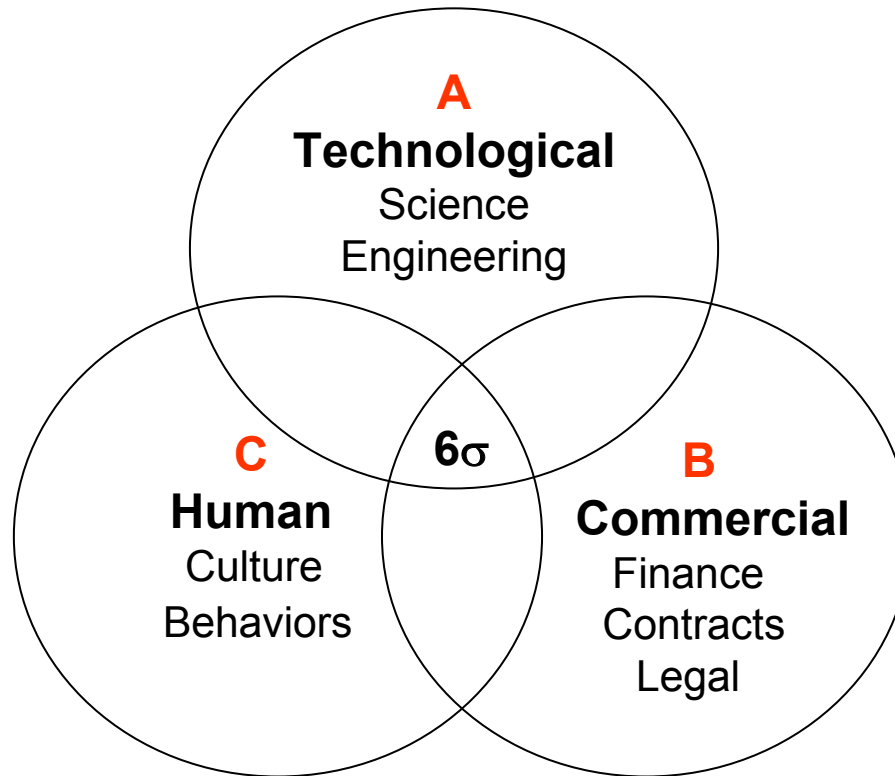




# Responding To Customer Needs

<b>Severity</b>	<b>High</b>	<b>Be a hero</b>	<b>Red Carpet</b>
	<b>Low</b>	<b>Apologize</b>	<b>Fix Immediately</b>
		<b>No</b>	<b>Yes</b>
		<b>Responsible</b>	

# Customer Focused Innovation



**The Six Sigma Process Enables Innovation by pulling together the Ideas, Energy and Passion of the Technological, Commercial and Human Factors**

# Six Sigma Black Belt Growth Attributes

- **Ability to change the culture**
- **Ability to play more than one role**
  - Inspirational – get ‘em excited
  - Knowing when and how to provide adult supervision
- **Model what the next generation Black Belt (growth accelerator) looks like**
- **Listen, connect and reconnect**
- **Immersed in strategy**
  - Ability to think strategically and act tactically

**Be passionate in everything you do**

# Summary

- **Opportunities are everywhere, we need to be purposeful in how we search for them.**
- **Understanding the ‘Chorus of the Customer’ is key for ambitious growth oriented companies**
- **Relentless Customer Focus will help grow your business.**
- **Customer success today will lead to revenue growth tomorrow**
- **There are many areas for Six Sigma to focus on to help connect the dots**
- **Six Sigma provides:**
  - **Focus, discipline, speed, agility and honest broker facilitation through, proven tools, techniques, and methods**

**The ‘Chorus Of The Customer’ everywhere and always**

# Bob Carter

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