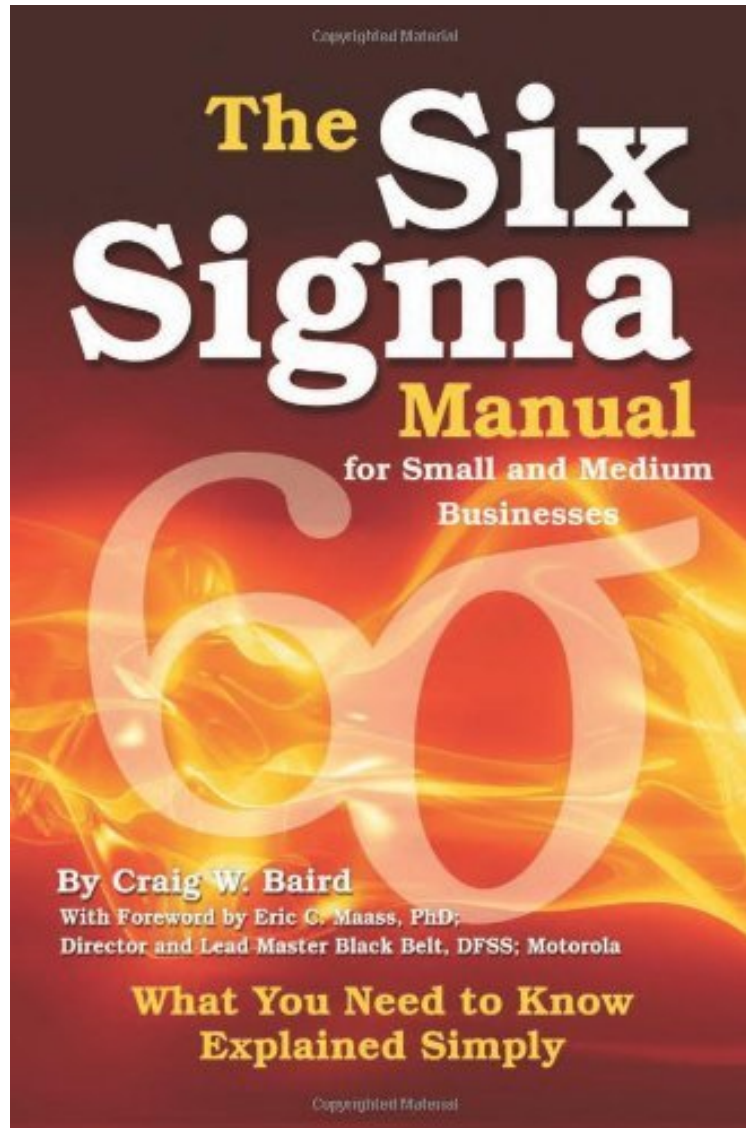


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## The Six Sigma Manual for Small and Medium Businesses: What You Need to Know Explained Simply

*Craig W. Baird*

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**Craig W. Baird : The Six Sigma Manual for Small and Medium Businesses: What You Need to Know Explained Simply** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Six Sigma Manual for Small and Medium Businesses: What You Need to Know Explained Simply:

0 of 0 people found the following review helpful. Customer Satisfaction Guaranteed! By Kindle Customer The Six Sigma Manual for Small and Medium Businesses: What you Need to Know Explained Simply is an organized, easy-to-

read guide that breaks down business management strategies proven to work for customer and entrepreneur satisfaction. Once considered a "trade secret" for fortune 500 companies, this book is now an openly-shared resource for anyone looking to increase efficiency and profit. What surprised me was how easy it was to understand, given the education, popularity, and impact behind it. Six Sigma has broken down two scientific methods proven to work, each into their basic components -- DMADV and DMAIC. Giving the highest importance to customer satisfaction, the author, Craig D. Baird, has done an excellent job in not only providing a positive attitude toward achieving similar business goals, but also in continuing to pique my interest as a reader. The index provides simple navigation throughout the book and the glossary is an excellent reference tool in untangling our business-world jargon. Definitely a book recommended for owners of any size business looking to boost customer satisfaction. And, isn't that what we ALL want!!

0 of 0 people found the following review helpful. A lot of information about something I've never heard of

By Charles R. Pearson Six Sigma is an engaging book that guides readers into the world of Six Sigma. Many people, including myself, might not have any clue what Six Sigma is. The author of the guide seemed to realize that and was really helpful in explaining. Six Sigma is the idea that businesses can establish a great reputation and receive new business through word of mouth when their products or services have a very high percentage of perfect products or services. A Six Sigma percentage example that this guide gave was 99.9997%, which seems like an incredibly high percentage. Six Sigma promises to take you through the process of achieving these numbers using principles similar to the scientific method, which is called DMAIC. DMAIC stands for Define, Measure, Analyze, Improve and Control. Through this process, businesses are able to find out what their company's goals are, analyze how company processes can be improved and implementing these improvements. Six Sigma tries to convince you to use Six Sigma in the introduction before you are taken through the process of implementing it. This type of persuasiveness made me feel like I was reading a self-help book for my business. The book then pointed out what most involved with business are probably already aware of, which is that customer satisfaction is essential to the success of a business. This piece of information felt obvious, but still important to note since it is the foundation of Six Sigma. Six Sigma is a pleasure to read. The information is presented in an interesting manner and the author conveys a positive can-do mentality. Some of the information can be overwhelming to business novices, since the guide is working with the scope of large companies. However, the guide still manages to maintain a high level of clarity. Of course, knowing if Six Sigma actually works would require that I create a company or become an upper level management of that company. However, Six Sigma points out that many of the big-name companies such as Motorola and General Electric have implemented Six Sigma successfully and have benefited from it. However, this book is still for anyone who owns a business, even if this business is a small business. Six Sigma stated that if you have employees, you can implement Six Sigma and benefit from it. I can completely buy this notion, since small companies with poor customer satisfaction can quickly end up with no customers.

0 of 0 people found the following review helpful. The Six Sigma Manual for Small and Medium Businesses: What You Need to Know Explained Simply

By Annie Laura Smith The Six Sigma Manual for Small and Medium Businesses: What you Need to Know Explained Simply by Craig W. Wilson This manual provides what you need to know about Six Sigma, a registered service mark and trademark of Motorola, Inc. The model was created in 1986 and provides a set of practices to systematically eliminate defects in a product or service. The two main methodologies involved with Six Sigma, DMAIC (Define, Measure, Analyze, Improve, Control) and DMADV (Define, Measure, Analyze, Design, Verify) are discussed in this book in detail. Baird defines how the component parts accomplish Six Sigma's goals and methods. Other methodologies are also addressed. A comprehensive Table of Contents defines the content. An index provides easy navigation through the book. Anyone with organizational responsibility who needs to be compliant with Six Sigma will find practical advice and tips in this book to implement Six Sigma successfully into their products or services. The easily read well-developed chapters, and organization of the book will provide a relevant map to achieve these desired goals. Baird shows that Six Sigma is not just a concept, but a workable set of practices which will ensure customer satisfaction.

BIBLIO: 2009, Atlantic Publishing Group, Inc., 288 pages, \$24.95. REVIEWER: Annie Laura Smith ISBN: 13: 978-1-60138-233-7 ISBN: 10: 1-60138-233-2 Star Rating: 5

Six Sigma is a set of practices used to systematically improve processes by eliminating defects, which is any nonconformity of a product or service to its specification. To be Six Sigma compliant, a company must produce no more than 3.4 defects per one million products. If this can be achieved, a company has the potential to save billions of dollars, just as Motorola did. The global communications company reported over \$17 billion in savings in a recent yearly report, and over the past decade, companies like Bank of America, Caterpillar, Honeywell International, Raytheon, Merrill Lynch, and General Electric have implemented the practice. However, it is much more difficult to implement Six Sigma in small and medium-sized businesses, but it is becoming increasingly important to do so, as larger companies now require their supply bases to be Six Sigma compliant. In The Six Sigma Manual for Small and Medium Businesses, you will learn about the two main methodologies involved with Six Sigma, DMAIC (Define, Measure, Analyze, Improve, Control) and DMADV (Define, Measure, Analyze, Design, Verify), as well as various other methodologies advocated by companies around the world, including DCCDI, CDOC, DCDOV, DMADOV,

DMEDI, and IDOV. You will also learn about black, green, and yellow belts; the key roles for successful implementation; cost savings; training; responsibilities; and terms specific to Six Sigma. In addition, you will learn how to avoid the common pitfalls and traps found during implementation, how to understand the statistical tools and problem solving techniques, and how to become certified. Also included are detailed examples, diagrams, and practical exercises to help you master the concepts of Six Sigma. Ultimately, you will discover how to improve the quality of your processes and products while increasing customer satisfaction and saving billions of dollars. The Six Sigma Manual for Small and Medium Businesses is for the company that has already implemented the process, an organization who may be considering it, students who want to learn it to make themselves more marketable, and business professionals who need a refresher course. Whatever your reason for reading this book you will find practical advice and tips for successfully learning about and implementing Six Sigma. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.