

Lean & Six Sigma in practice Business Simulation



Get to know the Lean Six Sigma method in a practical management simulation using a marketing campaign!

The objective of the simulation is to optimize a marketing campaign in terms of lead time, quality and costs.

You will be enthusiastic about what you can achieve within one day.

Content

- ProSIM AG is an internationally operating company. ProSIM has branches on four continents, which make inquiries for marketing campaigns. The design and execution of the marketing campaign takes place at headquarters.
- In order to guarantee service quality at low costs, the fast and correct processing of enquiries is very important to the branches.
- Each player represents one of the departments involved in a marketing campaign (e.g. design, controlling, advertising).
- After the first round, the process is examined and optimized using Lean Six Sigma tools. The second round illustrates the enormous improvement that can be achieved.
- In the end, the participants are excited about the process optimization they have achieved without the use of IT tools. The participants are animated to transfer what they have learned to their daily business.

Additional information

- Languages: German or English
- Duration: 1 Day (8 hours)
- Price: on request as In-house Training
- Participants: 10 – 16 Persons
- Location: PROCISE, Frankfurt or on request In-house-Training

Requirements for In-house Training:

Room (at least 50 m²), 11 freely movable tables, beamer, flipchart, metaplan wall; the simulation with supplies is provided by PROCISE. No Lean Six Sigma knowledge is required for the simulation.

Registration & Questions

We will be happy to answer all your questions personally at + 49 69 24 24 06 60.
Or send us an e-mail to training@procise.com.