



# Six Sigma

## Implementing Changes Efficiently

### Partial Client List

*Allergan*

*The American Express Company*

*The American National Red Cross*

*Bank of America*

*Bristol-Myers Squibb Company*

*Cisco Systems, Inc.*

*The Coca-Cola Company*

*Dun & Bradstreet*

*DuPont*

*ExxonMobil*

*Food & Drug Administration*

*Florida Power & Light*

*HCA Physician Services*

*IBM Corporation*

*Johnson & Johnson*

*Marriott International*

*Monsanto Company*

*Owens-Corning*

*Principal Financial Group*

*The ServiceMaster Company*

*Shell Oil Company*

*U.S. Department of Agriculture*

*Wells Fargo*

Organizations that adopt Six Sigma as a way of cutting costs, streamlining processes, and improving customer satisfaction are making a long-term commitment to change. Most Six Sigma teams are armed with extensive training on statistical analysis, project management, business analysis, and other essential skills. But few are adequately prepared with the essential Communication Skills they will need to move projects forward quickly.

To get a quick return on their Six Sigma Investments, organizations need to help their Six Sigma teams effectively sell and implement the changes they propose. Six Sigma projects slow down or fail when

- managers cannot understand project proposals and their benefits
- information about Six Sigma programs is not easy to find and use
- team communications and reports are inconsistent and hard to read
- workers find new policies and procedures difficult to understand and replicate, or
- documentation and training is inadequate to support major changes to critical processes.

### Solution

Six Sigma, like any other quality or business improvement initiative, requires a relentless organizational focus on communication. Six Sigma teams need communication training that goes beyond the grammar and language skills typically covered in educational programs and *better communications* courses. Six Sigma teams need to be trained in a consistent approach to

- defining the purpose of the communication
- analyzing the audience's needs, and
- organizing and presenting information so that key points and important details are easy to find.

Adopting organization-wide communication standards, methods, and protocols, and adding communication skills training to the Six Sigma curriculum will significantly enhance the efficiency and effectiveness of your Six Sigma programs.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • China • Denmark • Dutch Antilles • Finland • France • Germany  
 Hong Kong • Indonesia • Ireland • Italy • Japan • Latin America • Luxembourg • Malaysia • Mexico  
 The Netherlands • New Zealand • Norway • Philippines • Portugal • Puerto Rico • Singapore  
 South Africa • Spain • Sweden • Switzerland • Taiwan • Thailand • United Kingdom • United States

## Services

Information Mapping offers the following services to help organizations optimize the effectiveness of their Six Sigma communications.

### *Communication Skills Assessment*

We evaluate your organization's current communication skills and practices, identify training needs, and recommend ways you can improve communication effectiveness throughout your organization.

### *Information Audit*

We work with managers and Six Sigma teams to evaluate how information and communication can be improved to increase customer satisfaction, reduce costs, eliminate mistakes, and improve process effectiveness. We examine the information sources and uses, its quality and effectiveness, development, sharing, and maintaining processes, and the technologies that support it. Based on our observations, we present a report of findings and recommendations that Six Sigma teams and managers can use to set goals and priorities, define projects, and determine next steps.

### *Documentation and Training Development*

We create effective documentation and training solutions that help workers quickly understand new processes and systems and what they need to perform their jobs correctly in a changed environment.

### *Learning Programs*

We teach Six Sigma teams and communicators how to use proven standards and techniques to develop clear, effective proposals, plans, solution documents, policies, procedures and other communications.

## Results

By training Six Sigma teams and other communicators to use replicable communication standards, methods, and best practices for developing high-performance communications, you can

- help Six Sigma teams communicate and sell their ideas, plans and solutions internally
- help workers understand what they are being asked to do, how to do it, and why it is important
- replicate solutions throughout the organization more quickly and consistently, and
- achieve a faster return on investment and greater likelihood of success from your Six Sigma projects.



## *Improved Communication Fuels Six Sigma Results*

The ServiceMaster Company provides maintenance and repair services to customers in the U.S. where it serves 10.5 million homes and businesses each year. These services are provided through a network of over 5,400 company-owned and franchised centers and business units.

ServiceMaster implemented a Six Sigma program with a commitment to bring its quality and customer service to a higher level. "We are service leaders and want to continue to lead in our chosen markets," explained John Biedry, Vice President of Continuous Improvement.

ServiceMaster recognized that effective communication was essential for true success. It adopted Information Mapping's communication standard in order to

- enhance the sharing of information across departments and geographies
- improve the ability for staff to quickly find information and adopt new processes,
- increase the speed of replication of process improvement, and
- improve the readability of important documents.

The result has been quicker implementation and a better Return on Investment on their Six Sigma program.

## Information Mapping, Inc.

Information Mapping, Inc. is a professional services firm with over 35 years experience helping leading organizations worldwide leverage knowledge and communications to improve performance. We assist in effectively identifying, capturing, managing, and sharing critical content and best practices. Our headquarters are in Massachusetts with branch offices across the United States. We are represented in 31 countries worldwide, and offer our solutions in many languages.

## Our Unique Approach

Information Mapping's products and services are rooted in the Information Mapping® method, a scientific way to analyze, organize, and present electronic and printed information based on modern principles of Knowledge Management. We apply the principles and guidelines of the method to create reader-based, performance-oriented solutions to our clients' communication challenges. Our unique approach improves information usability and optimizes comprehension and performance.