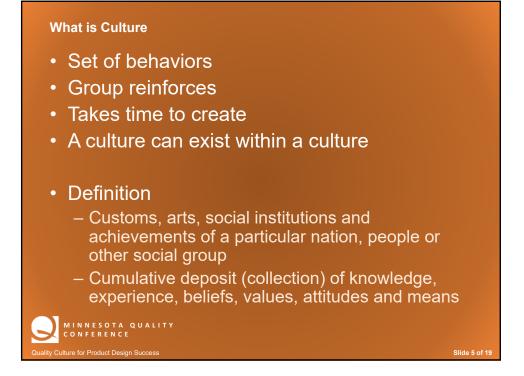


| About the presenter | |
|--|---------------|
| Experience | |
| – Corporate | |
| Large and Small projects | |
| Including International | |
| University Senior Design | |
| – Basketball coaching | |
| – Consulting | |
| Leader and team member | |
| Education | |
| BSME (University of Minnesota) | |
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| Quality Culture for Product Design Success | Slide 2 of 19 |

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Desired Culture

- Respectful
- Fun
- Listen on both sides
- Accepting of mistakes while learning
- Timely
- Put project before me
- Plan <u>and</u> act

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Setting the tone – As team member

- Question without undermining
- Curious attitude
- Be accountable
- Hold others accountable
- Do role well, but do not limit to your role
- Do whatever it takes





Roles to Balance in Design

- Function engineering
- Cost, Product
- Reliability
- Weight
- Power
- Safety
- Human Factors/
 UX

- Manufacturing
- Quality
- Regulatory
- Aesthetics/ Appearance
- Project cost and schedule
- Marketing/ sales
- Testing

MINNESOTA QUALITY CONFERENCE Quality Culture for Product Design Success

Considerations Beyond Roles

- Different personalities
- Styles
- Backgrounds
- Skills (beyond functional role)
- Strengths
- Interests

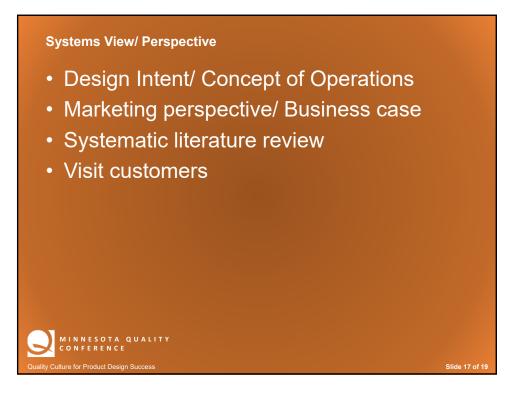
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Prioritization Tools

- Quality Function Deployment/ Value Engineering
 - Pugh Concept Selection is one tool
 - State of the Art is considered
- Risk management
- Task management
- Trade studies
- Design of Experiments (DOE)



Key takeaways

- Take one item and use it tomorrow
- Take one item and share it with someone else
- Priority behaviors

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