

Customer Analysis Workshop

Instructed by

Charles A. Liedtke, Ph.D.

Strategic Improvement Systems, LLC

Strategy / Quality / Analytics / Improvement / Innovation

www.strategicimprovementsystems.com

Oak Ridge Hotel & Conference Center

April 12, 2017

Workshop Details

Instructor: Charles A. Liedtke, Ph.D., Strategic Improvement Systems, LLC

Location: Oak Ridge Hotel & Conference Center
1 Oakridge Drive
Chaska, MN 55318

Price: \$175

Date: April 12, 2017 (morning)

Time: 7:30 Registration & Continental Breakfast
8:00 Workshop
11:30 Lunch (included)

Maximum Class Size: 25 (space is limited)

Preparation: Who are your desired future customers and what are their potential needs?

Topics: Identifying Target Markets
Customer Segmentation
Voice of the Customer Approaches
Customer Experience Mapping
Product & Service Feature Analysis
Customer Analysis Tools

If you have any questions . . . email Charles at charles@sisliedtke.com.



Strategic Improvement Systems



Workshop Leader

Charles A. Liedtke, Ph.D. is the owner of Strategic Improvement Systems, LLC, a management consulting company designed to assist leaders in improving the performance of their organization from a strategic perspective. Charles conducts research, consults, and provides customized training on *Strategy, Quality, Analytics, Improvement, and Innovation*. He has worked with organizations worldwide on strategic improvement initiatives including Fortune 500 companies, privately-held companies, non-profit organizations, and government entities. He was the lead instructor for the Green Belt and Leadership Black Belt (LBB) courses sponsored by the Joseph M. Juran Center for Leadership in Quality at the Carlson School of Management. His most recent research project was on *Quality, Analytics, and Big Data*.

Charles earned a Ph.D. in business from the University of Wisconsin-Madison specializing in strategy; strategic improvement; operations and information management; and quantitative analysis. His Ph.D. dissertation is titled, "Horizontal Interaction During Strategic Improvement Initiatives: A Study Involving Six Quality-Oriented Organizations." Charles has conducted research on Six Sigma, Lean, Process Management, Knowledge Management, Visioning, Hoshin Kanri, Long-Term Planning, Preserving Quality Superiority, Product and Service Design, Discovery, Process Improvement, Analytics, and Big Data. Charles also earned an M.B.A. and a Ph.D. minor in statistics from UW-Madison; an M.S. degree in statistics from Iowa State University; and a B.S. degree in economics from South Dakota State University.

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Registration & Payment Information

To register . . .

Send an email message containing the information below to Charles at charles@sisliedtke.com

Name
Organization
Title
Email Address
Payment Preference

To pay . . .

Payment or a purchase order must be received by April 5, 2017. There are three ways that you can pay for the workshop:

1) Mail a check to Charles at the address below with the registration form(s).

Charles A. Liedtke, Ph.D.
Strategic Improvement Systems, LLC
6231 Hummingbird Road
Excelsior, MN 55331

2) Submit a purchase order with the registration information and you will be sent an invoice.

3) Submit the registration information and indicate that you would like to pay by credit card. Charles will send you an invoice through PayPal.

A person's registration is transferable to another person at any time until the workshop begins. There will be an 80% refund (\$140) for a cancellation until April 5, 2017. There will be no cancellation refunds after April 5, 2017.

Price of **\$175** per participant includes:

- ½ day of training
- Spiral bound workbook
- Continental breakfast, lunch buffet, and refreshments during the session
- *Customer Analysis Workshop* certificate

Questions

You can phone Charles at 952-380-0778 or email him at charles@sisliedtke.com.

Privacy Notice: Registration information will only be used for internal administrative purposes by Strategic Improvement Systems, LLC and will not be shared with any third party.