

Your Target Blueprint for Value Management Success

BENEFITS OF ATTENDING:

- Learning the value methodology by applying it on real projects
- Learning "what is value"
- Learning and apply function analysis
- Experience proper creativity techniques
- Learning how to take 300 plus ideas and develop them into implementable proposals
- Learning various decision marketing techniques
- Gaining a significant return by bringing a live project (Must be approved by instructor before the training starts)

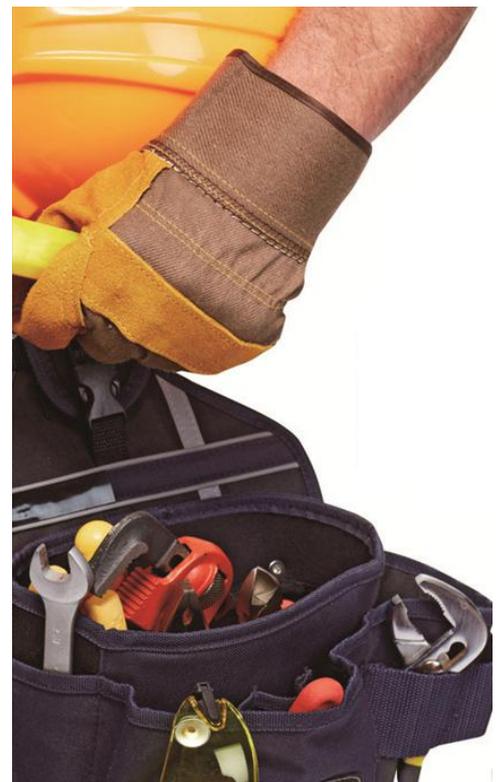
Why This Course:

The objective of this training workshop is to acquaint participants with the Value Methodology (VM) and its function-oriented, decision-making process. Workshop participants should also expect to develop proposals ready for implementation on any projects approved for the workshop. The VM methodology has been used for over 60 years to assist management and engineering professionals to obtain optimum value for each dollar spent. Typical savings range from 15 to 35% for most projects. This workshop teaches VM in a hands-on, project-based manner. During the workshop managers of manufacturing, finance, quality, marketing, and engineering (civil, product, industrial, manufacturing, process) will engage in "real-time" decision-making using VM tools, to ensure quality and value while reducing the cost of their projects. Participants will apply the value methodology and decision-making skills to an actual project to gain practical experience using what they learn. This workshop will demonstrate the effectiveness of the VM techniques in enhancing value while reducing costs.

Who Should Attend?

This course is designed for people responsible for making decisions concerning design, process or procedural activities in industry (manufacturing), construction and service organizations (i.e. healthcare).

- R&D Dept
- Engineering Dept
- Product Designing Dept
- Quality Dept
- VA/VE Dept
- Manufacturing Dept
- Product Dept
- Marketing Dept



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Javier Masini, CVS
President,
Advanced Value Group, LLC
(Goodyear, Arizona)

Credentials

Javier Masini is a Certified Value Specialist (CVS). He has a specialized training in Company-Wide Quality and Productivity Management by Central Japan Industries Association (Chubu Sangyo Renmei is a Lean Manufacturing Consultancy firm specialized in implementing and training Lean Manufacturing and Total Quality Management for Tier 1 and 2 suppliers for automotive firms) in Nagoya, Japan. He also has second specialized training in Industrial Engineering and Quality Control by Kitakyushu International Techno-Cooperative Agency in Kitakyushu, Japan. He is also a professional Value Engineering trainer. He has a Lead Auditor training for ISO9001 granted by Det Norske Veritas and the International Register of Certified Auditors.

Javier' s experience with Value Engineering and Tear Down Analysis started in 1999 when he was in Japan. Since then, he has been perfecting his skills through training and in-company workshops. He has successfully led workshops in Austria, China, India, Mexico, Italy, Switzerland, Colombia, Qatar and the United States. Since the year 2000, he has trained thousands of professional engineers in Lean Six Sigma systems as well as Value Engineering.

Javier has led teams in all types of value projects, including product design, process improvement, construction, highways, procedure and system improvement processes.

Besides being a professor in the Engineering Masters at Universidad Panamericana for almost two decades, he was the founder President of the Instituto de Ingenieros Industriales de Occidente (Chapter 252 of the Institute of Industrial Engineers); He has represented the Advanced Value Group firm in Latin America since 2011, and is now the firm' s President. He' s presented several lectures in conferences in the fields of Industrial Engineering, Value Engineering for Manufacturing and Construction, Lean Manufacturing, Statistical Process Control as well as Collaboration Skills for Engineers in México, Japan, the US, Central and South America.

Because of Mr. Masini' s leadership promoting quality and productivity improvement, as well as his role as a trainer, professor and speaker in several Conferences for almost 20 years, in May 2016, Institute of Industrial and Systems Engineers IISE, Region 13, awarded Javier Masini with the "Outstanding Industrial Engineer Professional Award" .

Mr. Masini is a Member of SAVE International, the Value Engineering Global Society.

He currently serves on the Board of Directors of the Lawrence D. Miles Value Foundation; this service started in 2011.

Your Target Blueprint for Value Management Success

Day 1

9:00

Welcome and Opening Remarks

9:30

Introduction to Value Engineering

- Team Member Introductions
- VM Overview – The Power of VA/VE
- Concept of Change
- Concept of Value
- Objectives/Expectations of Workshop
- Workshop Organization & Agenda

10:15

Project Selection

10:30

Coffee Break

10:45

Team Member Selection

11:30

Information Phase – Project

The Information phase primarily focuses on the collection of all necessary data and information from which business decisions will be made during the workshop. For most product design projects essential information includes: customer data, competitor data, cost detail, drawings, quality data and process information. A generic checklist is used to insure all the required information is discussed and assigned to a team member to collect and understand.

- Project Selection
- Project Goals
- Scope of Project
- Review Information
- Information gathering

12:00

Lunch

13:20

Review of Project and Mission

13:30

Function Analysis – Random Function Identification

The required functions of the project are the controlling elements in the overall value approach. Customers buy what a product does, or in other words they buy function. This procedure is beneficial to the VE team because it forces the participants to think in terms of function, and the cost associated with that function. The Function Analysis Phase will include the following elements:

- Random Function Identification
- FAST Diagram (Function Logic Diagram)
- Cost to Function Allocation
- Identify best opportunities to improve value

14:00

Random Function Identification Exercise

The key element to properly perform Function Analysis is to define the components of a project in two-word function terms. The two words include an active verb and measurable noun. When proper functions are used to describe a project the minds of the people using them are expanded. This change of viewpoint is the main reason for the success of Value Management.

15:15

FAST Diagram Lecture

16:15

Fast Diagram Exercise

In order that the team might better understand the overall functions of the project, a "Function Analysis Systems Technique" (FAST) diagram is prepared. Reading from left to right, it is used to help explain "HOW?" the designer chose to solve the functions. The FAST diagram, when read from right to left, also helps answer "WHY?" these functions are important to the customer.

17:00

Adjourn

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Day 2

9:00

Fast Diagram Exercise (Cont.)

9:30

Function Analysis – Cost to Function

Cost is allocated to functions identified for the elements of the system under study.

10:30

Coffee Break

10:45

Creative Phase Presentation

This step in the workshop involves the listing of creative ideas. During this time, the team thinks of as many ways as possible to provide the necessary functions within the project at a lesser cost to the owner. During this creative session, judgment of the ideas is not permitted. The VE team is looking for quantity and association of ideas which will be screened in the next phase of the study. Many of the ideas brought forth in the creative phase are a result of work done in the function analysis. During the structured Creative Phase, it is common for teams to record well over 400 ideas. The current team record is 567 ideas.

- Brainstorm key functions
- The creativity process; team dynamics
- Creativity techniques
- Idea generation

11:00

Creative Phase Exercise

- Brainstorming of key functions
- The demonstration of creativity process; Team Dynamics
- Cutting-edge creativity techniques & tools
- How to generate your idea successfully?

12:00

Lunch

13:00

Creative Phase Exercise Continues

14:30

Evaluation Phase

With the immense quantity of ideas, a structured Evaluation Phase is utilized to filter and rank them; it consists of these elements:

- Eliminate the nonsense
- Categorize ideas
- Cost rank ideas
- Combine and expand ideas
- Create robust proposals ready for the Development Phase

15:00

Coffee Break

15:15

Evaluation Phase – Categorize ideas / Cost Ranking

In this phase of the project, the VE team judges the ideas resulting from the creative session. The advantages and disadvantages of each idea are discussed. Ideas are ranked based on savings potential, redesign time, client acceptability or other defined criteria. Ideas found to be not worthy of additional study are ranked low and those ideas that represent the greatest potential are ranked high, then further developed. A weighted evaluation is applied in some cases to account for impacts other than costs. In some instances, life cycle cost becomes a major consideration and thus is calculated.

17:00

Adjourn



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Day 3

9:00

Evaluation Phase Continues

10:30

Coffee Break

11:00

Development Phase Identify best opportunities / Proposal worksheets

During the development phase many of the ideas are expanded into workable solutions. This development consists of the recommended design, estimated initial and life cycle cost comparisons, and a descriptive evaluation of the advantages and disadvantages of the proposed recommendations. It is important that the VE team convey the concept of their recommendation to the leadership team. Therefore, each recommendation is prepared with a brief narrative to compare the original design method to the proposed changes. Sketches and design calculations, where appropriate, are also prepared in this part of the study.

12:00

Lunch

13:00

Prepare and Present Proposals

15:00

Coffee Break

15:15

Bonus Presentation: Target Costing Introduction

- What Is Target Costing
- Organizational Structure
- Implementation Steps

16:15

Case Studies

These brief examples of success stories are real. The proposals developed by the various teams through the use of VM, were a complete surprise to the people that created them. VM is not the typical cost reduction that results in eventually cheapening your product, rather new and different ways of performing the functions demanded by the marketplace.

17:00

Wrap-up and Adjourn

Conclusion

The value methodology has proven itself across the globe to be an extremely powerful tool to assist organizations in successfully achieving improved levels of profitability and customer satisfaction. The VM job plan is essentially a constant in all project applications, when it is followed. Shortcuts to the methodology will affect the end results. Thus, the variances relate to the project selected, team members being utilized, the selection of an experienced and professional facilitator and the atmosphere under which the workshop is being performed. Thus..." Value Engineering as a technique is not on trial. The achievements to date overwhelm any question of the power of the technique. What then, is on trial? Very simply – people- you and I, and each individual associated in any way with Value Engineering." George Fouch - 1964