



presents:

Successfully Implementing Six Sigma in Financial Services

Maximizing the Benefits

Early Bird Discount:
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the registration fee



Dramatically improve your customers experience, achieve high-levels of process performance, resulting in breakthrough financial gains.



Keynote Address:

- Guillermo Kopp, Director, Financial Services Strategies & IT Investments
TOWERGROUP

Conference Chair:

- Ingo Gefeké
Global Head, FastTrack-SixSigma Program ("f6s")
DEUTSCHE BANK

Expert Speakers Include:

- Joe L. Valasquez
SVP, LOB Quality and Productivity Executive
BANK OF AMERICA
- Roberta Sonenfeld
Managing Director, Quality and Business Reengineering
THE DEPOSITORY TRUST AND CLEARING CORP.
- Sam Kasmanoff
Quality Leader
THE DEPOSITORY TRUST AND CLEARING CORP.
- Mike Dougherty
Director, Six Sigma Project Champion Global Private Client Group
MERRILL LYNCH
- Rainer Rogers
Vice President, Six Sigma Deployment Manager Global Private Client Group
MERRILL LYNCH
- Bruce Hayes
Vice President and Co-Founder
SIX SIGMA ADVANTAGE INC.
- Jackie Cazar
Vice President, Six Sigma
THE BANK OF NEW YORK
- Laura Rakers
Business Process Consulting Director
CNA INSURANCE
- Rich Luzzi
Principal
THE VANGUARD GROUP
- Kamran Jahanshahi
SVP, MBB, Engineering & Planning Director
CITI CARDS
- Dennis Raab
Senior Vice President and Chief Financial Officer
ALLIANZ GLOBAL RISKS US INSURANCE COMPANY
- Robin Royals
Global Quality Leader
GE ERC
- John Ardy
Managing Director, Corporate Operations Management
COUNTRYWIDE FINANCIAL CORPORATION
- John Tucci
Senior Vice President and Co-Founder
LEAP TECHNOLOGIES INC.
- David Silverstein
President & CEO
BREAKTHROUGH MANAGEMENT GROUP INC.
- Pete Robustelli
Executive Vice President, Managing Partner
SIX SIGMA QUALTEC
- Dr. Richard C. Murrow
CEO
AIR ACADEMY ASSOCIATES
- Brian Watson
Master Black Belt, DFSS Specialist & Product Manager
BREAKTHROUGH MANAGEMENT GROUP INC.
- Dr. Shekar Ayyar
Senior VP, Marketing, Business Development & Services
INSTANTIS
- Brian J. Swayne
Vice President & Practice Leader - Services Industries
JURAN INSTITUTE, INC.
- Nancy Tan
Director of Quality and Productivity, Global Enterprise Solutions Group
PITNEY BOWES

June 23-24, 2004

Westin New York at Times Square, New York City

'A superb landmark hotel in the heart of Manhattan'

WHY YOU SHOULD ATTEND

This program includes essential themes emphasized during research, in order to offer maximum benefits in attending. Industry experts and practitioners will provide practical solutions for deploying an integrated, well-managed approach to process improvement.

Book your place today to:

- Hear** the ways in which GOVERNANCE is shaping and sustaining Six Sigma at DTCC
- Determine** how and when to apply DESIGN FOR SIX SIGMA & LEAN SIX SIGMA to Financial Services
- Understand** the importance of TALENT DEVELOPMENT AND SIX SIGMA from Merrill Lynch
- Learn** how Six Sigma ALIGNS TO CUSTOMER ISSUES AND DELIVERS VALUE with examples from Six Sigma Qualtec
- Identify** the right blend of SIX SIGMA, WORKOUT & INNOVATION TOOLS with Leap Technologies Inc.
- Network** with professionals who can demonstrate the added value of ENABLING TECHNOLOGY FOR SIX SIGMA DEPLOYMENT SUCCESS
- Take away** success stories that help you to ENABLE YOUR BUSINESS STRATEGY WITH SIX SIGMA

PLUS! Attend this conference to hear unparalleled presentations on:

- HOW TO CREATE PASSION IN THE BOARDROOM
- THE FUTURE FOR SIX SIGMA IN FINANCIAL SERVICES
- CHANGE MANAGEMENT - SIX SIGMA - FROM THEORY TO PRACTICE

PLUS 5 Separately Bookable Pre-Conference Workshops on Tuesday JUNE 22, 2004

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PRE-CONFERENCE WORKSHOPS: Tuesday June 22, 2004

PROGRAM - DAY ONE - Wednesday June 23, 2004

PROGRAM - DAY TWO - Thursday June 24, 2004

WHO SHOULD ATTEND?

WCBF's Six Sigma in Finance has been extensively researched and specifically tailored to meet the requirements and interests of professionals working within the following financial services' sectors and you will benefit from this conference if you are a:

- | | |
|---|---|
| ■ CEO/CFO | ■ Process Champion |
| ■ Chief Operations Officer | ■ VP/Director of Operations |
| ■ Chief/Head of Process Improvement | ■ VP/Director of Quality & Productivity |
| ■ Chief/Head of Quality | ■ VP Performance Excellence/Engineering |
| ■ Chief/Head of Customer Satisfaction | ■ VP Business Excellence |
| ■ Quality & Deployment Leader | ■ Master Black Belt/Black Belt/Green Belt |
| ■ VP of Six Sigma/Director of Six Sigma | |

PLUS Don't miss out if you are from a Technology organization or you are a supplier to a major financial corporation.

The iSixSigma Financial Services Portal: It's All About *Quality*.

Learn about the methodology that's transforming businesses around the world.

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<http://Finance.iSixSigma.com>

The Financial Services Quality Internet. It's all about *Quality*.



Welcome to WCBF's Successfully Implementing Six Sigma in Finance. A conference that is brimming with talented individuals who will be on hand to share their experiences and offer critical business advice to those professionals whose job it is to improve quality and processes within a financial services organization.

As you take a moment to glance over the program, you will notice that we have carefully selected key gurus in this area to create an unparalleled agenda, specifically refined to offer a balanced perspective of how Six Sigma is currently being deployed across the spectrum of fiscal organizations. You may also notice that this conference addresses specific topic areas that will assist you in focussing your performance improvement goals on your most critical customer needs.

By attending this event, you will gain insights on how to capitalize on the strengths of your processes and discover solutions to overcome specific obstacles within your operations. From your staff to your suppliers, the boardroom to the business strategy, this conference explores key aspects of Six Sigma deployment and usage.

So, if you are under pressure to solve the conundrum of improving levels of customer service whilst making processes more cost effective, then this event will justify your time away from the office. We are confident that you will find this conference interactive and stimulating and furthermore guarantee that you will take back new ideas and contacts to your organization.

We look forward to welcoming you to the Westin New York at Times Square, New York City in the Summer.



WESTIN NEW YORK AT TIMES SQUARE, NEW YORK CITY

The Westin New York at Times Square is Manhattan's newest achievement of architecture and art. The magnificent building design consists of a 45-story prism split by a curving beam of light that soars above the New York City skyline. The Westin New York at Times Square will create a dramatic entrance to Times Square and is destined to become a Manhattan landmark. The hotel is located at the corners of 42nd & 43rd Street and Eighth Avenue, within walking distance to the world's finest retail, dining, and entertainment.

<http://www.westinny.com>

Other Relevant WCBF Six Sigma Conferences Scheduled For 2004 in USA

- Applying Six Sigma for Sales and Marketing, September 7-9, Chicago
- Six Sigma in Service and Transactional Environments, 5-7 October, Chicago
- Design for Six Sigma, October 27-29, Chicago
- Lean Six Sigma, November 9-11, Dallas

To register your interest early and obtain special discounts, or to be involved in program development, please e-mail FSDept@wcbf.com



Workshops will be interactive in nature, enabling participants to work through specific problems / situations and take back action plans to their organizations

WORKSHOP A: 08:30 - 11:15

**Understanding Six Sigma in Finance
Building Strong Foundations**

It has been widely acknowledged in the Financial Services Industry that, when deployed correctly, Six Sigma achieves significant results. Many businesses have been adopting Six Sigma methodologies for years now, to provide them with an integrated consistent approach to process management that keeps them ahead of the competition.

If you are new to Six Sigma and want to find out how it can improve performance, reduce error and increase customer satisfaction, then this is the introductory workshop for you.

The key topics to be covered are:

- How to get started with Six Sigma
- Key challenges and financial costs
- The tool kit
- Seeing the value and the benefits
- Sharing results and success stories
- Integrating Six Sigma with existing quality and processes
- Training, strategy, implementation certification
- The impact on the company culture

ABOUT YOUR WORKSHOP LEADER

David Silverstein, President & CEO BREAKTHROUGH MANAGEMENT GROUP INC. David's Six Sigma experiences began during his tenure with Seagate Technology. In the mid-1990s, David was responsible for implementing Six Sigma across Seagate's Asia-Pacific manufacturing operations. The work of David and his team mates during Seagate's initial Six Sigma deployment was quickly recognized by Mikel Harry of the Six Sigma Academy as setting "a new benchmark for the deployment of Six Sigma." Since founding BMG David has participated in every aspect of Six Sigma ranging from high-level executive mentoring to hands-on work with Six Sigma Black Belts and Champions. Throughout the Six Sigma industry, David is well known for his ability to lead companies through the implementation and deployment of global Six Sigma initiatives. David is a certified Six Sigma Master Black Belt and has earned a double degree in Mathematics and Physics from Ithaca College and an MBA from George Washington University.

Choose
A or B
Includes
Breakfast

WORKSHOP B: 08:30 - 11:15

**Six Sigma in the Smaller Environment
Applying the correct methodology to fit
your organization's culture**

Every provider of financial services will have their own methods for improving quality. Research undertaken with delegates indicated that not all divisions and smaller companies are reaping the Six Sigma rewards and benefits seen by their larger counterparts. Barriers were costs, the culture change, training and time. If you are considering deploying Six Sigma or already have a quality management system in place, then this workshop will help you to identify the similarities and the benefits of the differing methodologies to help you find the best cost-benefit solution to match your culture.

Attend this workshop to hear:

- How to apply Six Sigma to finance
- A review of the different quality models and their advantages and disadvantages
- "One size does not fit all"
- Integrating Six Sigma with your culture
- How to find suitable cost solutions
 - Sharing the cost
 - Hybrid programs
 - On-line training
- The benefits for autonomous divisions

ABOUT YOUR WORKSHOP LEADER

John Ardy, Managing Director, Corporate Operations Management, COUNTRYWIDE FINANCIAL CORPORATION John Ardy is responsible for Countrywide's operational improvement program, called FASTER. Similar to Six Sigma, the program was designed by Ardy's group specifically for Countrywide and the financial services industry. In this role, he supports hundreds of improvement projects across all of the company's divisions and business units. Ardy is also responsible for the company's customer satisfaction initiative, which is focused on increasing the ability to meet and exceed internal and external customer satisfaction benchmarks.

WORKSHOP C: 11:30 - 14:15

**Six Sigma Project Selection
Right Projects! ... Right Tools!...Right Support!**

Project selection executed correctly in Six Sigma deployments can pave the way to high return on investment, sustained leadership commitment and long term success. Project selection executed incorrectly can put your deployment on a fast track to frustration. This workshop will introduce participants to a Rapid Project Planning Model. It engages leadership teams on an ongoing basis in selecting the right projects based on the business needs, identifying the right tools to use based on project scope and complexity and selecting the right people to engage to ensure project success. Specific take-aways include:

- A model for how to engage leadership teams in "drilling down" from scorecard metrics and objectives to the critical performance drivers and highest impact project opportunities
- A unique "4 Box Project Planning Tool" for sorting potential projects based on problem complexity, organization readiness for change and the need for cross-stakeholder engagement
- Criteria for identifying the right blend of Six Sigma, Workout, Lean and Innovation tools required for success before project launch to avoid false starts
- A project management and review framework for accelerating project cycle times and sustaining leadership support.

ABOUT YOUR WORKSHOP LEADER

John Tucci, Senior Vice President and Co-Founder LEAP TECHNOLOGIES INC. John brings more than 15 years experience to the table in the areas of change management and rapid process improvement methods. As a co-founder of Leap Technologies, John has been instrumental in the design and delivery of Leap Technologies Action Workout System™, a next generation of the method used at General Electric to drive rapid culture change and pave the way for Six Sigma success.

Choose
C or D
Includes
Lunch

WORKSHOP D: 11:30 - 14:15

Re-Energizing Your Six Sigma Initiative

We all know that the Six Sigma methodologies work when applied to chronic problems of an organization. So then ...why do so many Six Sigma initiatives stall or even stop after the first set of projects are completed? Why do the dreaded words "flavor of the month" begin to be used? How does an organization "right" itself when this happens? After 25 years of helping organizations implement major change, Juran Institute has learned that, if it is not the methodology then it must be the deployment approach that is slowing down progress. As a result of that experience, Juran Institute has identified approaches to turn an initiative that appears to be a "sow's ear" into a silk purse. Participants at this workshop will learn:

- The five "vital few" reasons why Six Sigma deployments fail to develop the desired traction and fulfill their potential
- The ten ways to get your deployment back on track and keep your initiative "evergreen"
- How to identify your organization's "burning platform" for change and how to align the Six Sigma initiative to that platform
- How to reengage your management team and develop a greater sense of excitement and participation
- How to select projects that will yield significant results and get noticed by the entire organization
- How to maintain an ever growing list of potential projects such that projects are waiting for your Black Belts versus your Black Belts waiting for projects

ABOUT YOUR WORKSHOP LEADER

Brian J. Swayne, Vice President & Practice Leader - Services Industries JURAN INSTITUTE, INC. A seasoned business performance improvement veteran, Brian cut his teeth on Six Sigma while working at GE in its two main transactional businesses - GE Capital and GE Information Services. In his current role at Juran, Brian works with and guides financial services organizations, as well as other service industry organizations, in the implementation of major performance improvement initiatives like Six Sigma. His knowledge of how to successfully deploy major change in large organizations has enabled his clients to achieve breakthrough results. This same knowledge, coupled with Brian's excellent training skills and engaging presentation style, makes Brian a recognized leader in the Six Sigma industry and a sought-after speaker.

WORKSHOP E: 14:30 - 17:15

How Six Sigma aligns to customer issues and delivers value

As the financial services community increases its focus on growth as the measure of success - and the only way to stay out of the hands of an acquirer - flawless execution for the customer is an absolute imperative. Companies going through consolidation - whether acquiring, being acquired or merging - need to grow the customer base and eliminate duplicative processes to ensure the creation and improvement of enterprise value. This session will elaborate on the overall integration of Voice of the Customer (VOC), Business Process Management (BPM) and other performance improvement tools such as Six Sigma and / or LEAN. Using Six Sigma as a tool within a process-driven organization, while accurately targeting customer requirements, creates a compelling framework for delivering value in financial services.

ABOUT YOUR WORKSHOP LEADER

Pete Robustelli, Executive Vice President, Managing Partner SIX SIGMA QUALTEC Pete Robustelli is a member of Six Sigma Qualtec's Executive Team, a group responsible for developing the strategies and tactics of the operational business plan, as well as approval of organizational policies and procedures. He is also a member of the Board of Directors. As an executive at Six Sigma Qualtec, Mr. Robustelli provides leadership to Client Service Delivery, which is composed of account development, account management, partner development and client service support. Effectively, all field and staff personnel who provide training and support services to Six Sigma Qualtec client activities and deployments report directly to Mr. Robustelli.

PRE-CONFERENCE WORKSHOPS: Tuesday June 22, 2004

7:30 NETWORKING BREAKFAST, REGISTRATION AND EXHIBITION OPENS

OPENING ADDRESS

8:20 WELCOME AND OPENING ADDRESS BY THE CHAIRPERSON
Ingo Gefeke
Global Head, Global Head, FastTrack-SixSigma Program ("ft6s")
DEUTSCHE BANK

KEYNOTE ADDRESS

8:45 THE FUTURE FOR SIX SIGMA IN FINANCIAL SERVICES
Guillermo will discuss how leading institutions are successfully employing Six Sigma. He will share TowerGroup's research in to the resulting business benefits and highlight critical success factors and concerted actions that enable the intended business transformations. He will also explore how improved processes are pivotal factors in evolving the customer experience transforming shared enterprise functions holistically and providing a more cohesive company culture. In particular, Guillermo will discuss:

- Industry drivers
- The voice of the customer
- Organizational culture
- Translating customer satisfaction in-to bottom line benefits
- The future

9:20 Questions to the Keynote Speaker

Guillermo Kopp
Director, Financial Services Strategies & IT Investments
TOWERGROUP

9:30 ENABLING YOUR BUSINESS STRATEGY USING SIX SIGMA
As one of Bank of America's Senior Executives responsible for Technology & Operations Quality & Productivity, Joe Valasquez is one of the leaders that brought Six Sigma into the Bank.

Over the past three years, Bank of America has embarked on an intensive Six Sigma journey to dramatically improve and sustain the customer experience, shareholder return and associate satisfaction. There are three primary areas of concentration for this journey:

- Focus on the customer
- Business process excellence
- Capable people executing capable processes

To achieve breakthrough improvements in performance, Bank of America has established a customer delight philosophy, applied voice of the customer to identify and engineer the critical few business processes, instituted a strategic planning / measurement regimen and embraced Six Sigma and other data-driven approaches. This significant presentation aims to install confidence in Six Sigma deployments and will discuss:

- Hoshin planning and accountability
- Enabling your strategy using Six Sigma
- Bank of America's Six Sigma program

Joe L. Valasquez
SVP, LOB Quality and Productivity Executive
BANK OF AMERICA

10:10 GOVERNANCE: RUNNING AND SUSTAINING SIX SIGMA

Effective governance is crucial to the successful, ongoing deployment of Six Sigma. Leading DTCC's Quality Office, Roberta will review the DTCC model, sharing their experiences and best practices. Her presentation will cover:

- Structuring your Six Sigma organization
- Communicating priorities and progress clearly
- Working with other business units
- Implementing programs and results tracking
- Maintaining momentum
- Reflecting customer interests and needs

Roberta Sonenfeld
Managing Director, Quality and Business Reengineering
THE DEPOSITORY TRUST AND CLEARING CORPORATION

10:50 NETWORKING MORNING COFFEE BREAK

11:15 TALENT DEVELOPMENT AND SIX SIGMA
Six Sigma has clearly demonstrated its benefit to clients and shareholders.

At Merrill Lynch, Six Sigma is also a proven leadership development program.

Topics covered in the presentation will include:

- Organizational awareness of Six Sigma as a leadership development vehicle
- Recruiting and selecting Black Belts and Green Belts
- Technical training
- Black Belt individual development planning and execution

Mike Dougherty
Director, Six Sigma Project Champion, Global Private Client Group
MERRILL LYNCH
and
Rainer Rogers
Vice President, Six Sigma Deployment Manager, Global Private Client Group
MERRILL LYNCH

11:55 EARLY DEPLOYMENT CHALLENGES AND CRITICAL SUCCESS FACTORS

Jackie Cazar is Vice President of Six Sigma at The Bank of New York. Prior to joining the Bank, Jackie held several leadership positions including Vice President of Six Sigma for Credit Acceptance, Quality Relationship Leader and Master Black Belt for American Express and Quality Engineer for DuPont. Jackie has designed, implemented and managed enterprise-wide quality initiatives including Six Sigma, TQM and Voice of the Customer.

Bruce Hayes was formerly a Senior Executive at Motorola where he was one of the key contributors to developing and "operationalizing" Six Sigma. His experience in applying Six Sigma to Motorola's service organizations led him to help Citibank implement 6 Sigma in the late 90s. Later he worked with JP Morgan, State Street and Fannie Mae on their Six Sigma program implementations.

Bruce and Jackie have been working together on deploying Six Sigma at The Bank of New York. They will share the critical success factors of Six Sigma start up in a leading Financial Services organization.

- Establishing a short and long term strategy
- Tailoring a Six Sigma deployment model
- Identifying deployment success factors: right belts, right infrastructure, right projects.
- Building a robust pipeline of projects
- Establishing a rigorous financial management and reporting system for Six Sigma.
- Discussing the importance of communication in the early phases of Six Sigma deployment

Jackie Cazar
Vice President, Six Sigma
THE BANK OF NEW YORK
and
Bruce Hayes
Vice President and Co-Founder
SIX SIGMA ADVANTAGE, INC.

12:45 LUNCH AND NETWORKING

Implementing Six Sigma in Financial Services

of process performance, resulting in breakthrough financial gains.

STREAMED SESSIONS

Please choose A or B according to your area of interest

ASSESSING AND REVIEWING THE IMPACT OF SIX SIGMA

CASE STUDY A

14:30 BULLET TRAIN TEAMS DRIVE BREAKTHROUGH COST REDUCTION AT CNA INSURANCE

Since late 2000, CNA's Enterprise Procurement initiative has focused on improving the productivity of a wide array of purchased products and services. The engine of Enterprise Procurement is the Bullet Train Teams, a set of cross-functional teams using Six-Sigma tools. Team members know that they can achieve significant goals only by completely rethinking the way CNA sources and uses a particular product or service. The first wave of bullet train teams produced savings of \$44 million in 2001. CNA has launched three more waves of bullet trains producing \$118 million in new and sustained savings 2003.

Our presenter, Laura Rakers, has filled the role of black belt for 5 of the bullet train teams and the master black belt for the Wave III and IV teams. She will show case the tools and techniques used by CNA's Bullet Train Teams, and will share practical insights and lessons learned in the pursuit of break-through cost reduction.

Laura Rakers
Business Process Consulting Director
CNA INSURANCE

CASE STUDY B

14:30 SIX SIGMA WITHIN FINANCIAL SERVICES

Pitney Bowes provides document technologies and services that help companies gain efficiencies and capitalize on opportunities. The entire organization is focused on the application of practical, innovative business solutions. We engineer the flow of your business-critical communication so that you can concentrate on what you do best. As a Director of Quality and Productivity and previously a Master Black Belt, Nancy is well-placed to discuss the numerous Six Sigma implementations within the financial services organization at Pitney Bowes. From her experience, Nancy will be able to offer delegates an insight in to both operations and quality management within the Capital Services community.

Nancy Tan
Director of Quality and Productivity, Global Enterprise Solutions Group
PITNEY BOWES

EVALUATING THE APPLICATION OF LEAN / DFSS METHODOLOGIES IN YOUR COMPANY

BREAKOUT A

15:15 HOW LEAN SIX SIGMA IMPACTS FINANCIAL SERVICES

- Leadership role in deployment
- Elements of a Lean Six Sigma Deployment strategy
- Selecting financial services projects for best return
- Financial services case study

ABOUT YOUR PRESENTER:

Dr. Richard C. Murrow
CEO

AIR ACADEMY ASSOCIATES

Rick has twenty-nine years of increasing responsibility in senior level business management, strategic policy planning, and program management. He has held leadership positions in complex and diversified organizations, conducting organizational planning and development, project management, process/organizational reengineering, and process improvement.

BREAKOUT B

15:15 DESIGN FOR SIX SIGMA

- Will your project lend itself to DFSS?
- Selecting the design team
- A standardized DFSS roadmap
- Developing robust products
- Designing to meet customer needs and process capability

ABOUT YOUR PRESENTER:

Brian Watson
Master Black Belt, DFSS Specialist & Product Manager
BREAKTHROUGH MANAGEMENT GROUP INC.

Brian has over six years experience as a Six Sigma trainer and practitioner. He is BMG's Product Manager and lead Design For Six Sigma (DFSS) instructor and curriculum developer, having instituted the company's program in 2002. He has taught Six Sigma to companies around the world in both transactional and manufacturing-based environments - including financial services. Brian's diverse experience provides him with tremendous insights as a trainer.

16:30 ENABLING TECHNOLOGY FOR SIX SIGMA DEPLOYMENT SUCCESS

As Six Sigma gains maturity and popularity, key deployment failure factors are reasonably well known: Lack of executive commitment, poor choice of projects, inability to monitor metrics and financial results, longer than expected cycle times, and sub-optimal knowledge sharing. Passionate executives, methodical deployment leaders, motivating champions, and efficient black belts are a must for success. However, what more and more corporations are discovering is that enabling technology can significantly accelerate success. Six Sigma practitioners can be made phenomenally more efficient with the right technology infrastructure. This session will provide deployment leaders and Six Sigma executives with some key technology infrastructure requirements to ensure smooth sailing as their programs grow in size.

Dr. Shekar Ayyar
Senior VP, Marketing, Business Development & Services
INSTANTIS

17:10 END OF CONFERENCE DAY ONE

17:30 NETWORKING AND COCKTAIL RECEPTION

Relax,
unwind and
network
with your
colleagues



- 7:45 NETWORKING BREAKFAST AND EXHIBITIONS
- 8:45 WELCOME TO DAY TWO AND RECAP OF DAY ONE
INGO GEFEKE
Global Head, FastTrack-SixSigma Program ("f6s")
DEUTSCHE BANK

THE EXPERTS Q & A SESSION

- 9:00 ASK THE EXPERTS Q & A SESSION
Delegates are encouraged to submit questions to the REGISTRATION DESK throughout day one to ensure that a broad range of topics can be covered within the time allocated.

DAY TWO CHAIR & Q & A PANEL FACILITATOR:

Joe L. Valasquez
SVP, LOB Quality and Productivity Executive
BANK OF AMERICA

PANEL:

John Ardy
COUNTRYWIDE FINANCIAL CORPORATION

Sam Kasmanoff
THE DEPOSITORY TRUST AND CLEARING CORPORATION

Rich Luzzi
THE VANGUARD GROUP

Laura Rakers
CNA INSURANCE

Kamran Jahanshahi
CITI CARDS

- 10:15 NETWORKING MORNING COFFEE BREAK

- 10:45 REALIGNING YOUR SIX SIGMA PROGRAM
Using Six Sigma's DMAIC methodology for the "Vanguard Unmatchable Excellence (VUE)" program was evidence that measuring your progress at every stage is critical. Rich's case study will highlight how the Vanguard Group "accelerated" their journey towards building a true business management framework. He will discuss the evolution of the VUE program and how the Vanguard Group has made VUE a lifestyle. In addition, Rich will share some of his thoughts on:

- Where Six Sigma has worked well, and where it has not
- Measuring and correcting your program
- The critical role of leadership
- Lessons learned

Rich Luzzi
Principal
THE VANGUARD GROUP

- 11:30 CREATING PASSION IN THE BOARDROOM
A crucial factor contributing to the successful deployment of Six Sigma is attributed to the level of support from the boardroom, with weak leadership being cited as a reason for program failure. Research indicates that selling Six Sigma to the Senior Management remains one of the key challenges in the Financial Services industry. Kamran has been deploying Six Sigma both formally and informally in Europe & in the USA for the last 8 years and his experiences enable him to share many of the lessons that he has learned. His department is responsible for continuous process improvement and process innovation across Citi Cards, having delivered several millions of dollars worth of economic value to the organization.

Recognizing that sustaining Executive support is nearly impossible without consistent delivery of results, Kamran will share examples and offer practical advice on the following topics:

- The force of the application from the top
- The implication of corporate culture, values & environment
- How to achieve sustained Executive support and commitment
- Identifying the burning platform of shareholder value creation

- Encouraging champions to be more involved in projects
- Effective communication
- Leadership
- Establishing a Community of Practice for Six Sigma practitioners

Kamran Jahanshahi
SVP, MBB, Engineering & Planning Director
CITI CARDS

- 12:15 LUNCH

- 13:15 MANAGING PROCESS IMPROVEMENTS IN VARYING FINANCIAL ENVIRONMENTS
How receptive an organization is to new processes plays a crucial role in determining how to successfully deploy Six Sigma. During his career to date, Dennis has worked for three of the world's largest financial services' providers and has employed Six Sigma tools to achieve significant operating cost reductions, reduce closing cycle times, restructure finance organizations, and integrate business acquisitions. These experiences enable him to draw comparisons between the ways in which Six Sigma is initiated and deployed within different companies. This session will explore key aspects that are vital to planning and preparing for Six Sigma, including:

- Assessing organizational readiness and culture
- Common misconceptions
- Leveraging your quality and financial infrastructure
- Creating a "buzz" with communications and incentives
- Sustain the gain
- Lessons learned

Dennis Raab
Senior Vice President and Chief Financial Officer
ALLIANZ GLOBAL RISKS US INSURANCE COMPANY

- 13:55 CHANGE MANAGEMENT:
SIX SIGMA - FROM THEORY TO PRACTICE APPLICATION

GE's Employers Reinsurance Corporation (GE ERC) is the world's fourth largest reinsurer and a premier global provider of risk solutions. As a GE company, ERC incorporates Six Sigma methodology into all of the company's crucial business processes. The end result of these efforts has been a dramatic turnaround of the business. But making Six Sigma a driving force behind the way ERC operates was not an overnight process. In this presentation, Robin Royals, ERC's Global Quality Leader, will share his experiences of change management, including:

- Introducing Six Sigma to the business
- Having the right leadership in place to drive change
- Making Six Sigma part of the company's culture
- Overcoming challenges
- Early Six Sigma wins provide proof of concept

Robin Royals
Global Quality Leader
GE ERC

- 14:30 CHAIRS CLOSING REMARKS

- 14:45 AFTERNOON NETWORKING BREAK WITH REFRESHMENTS

- 15:30 CLOSE OF CONFERENCE

Testimonials

Audience engaged, everything on time, staff extremely helpful
Don Redinius, *Managing Partner, Six Sigma Qualtec*

Great venue, great size and excellent speakers, exhibitors kept to a precise and relevant group of providers, great event
Bruce Hayes, *VP and Co-Founder, SixSigma Advantage*

Excellent practical info, flexible response to sudden talks.
Ilona Kirzhner, *Chief Operations Officer, Breakthrough Management Group*

Implementing Six Sigma in Financial Services

of process performance, resulting in breakthrough financial gains.



Every delegate will receive a **FREE** Black Belt Memory Jogger and a **FREE** Six Sigma Memory Jogger at Registration

The Black Belt Memory Jogger^T Provides new and experienced Black Belts and others with guidance on their roles, and contains tips and step-by-step instructions for performing more than 21 advanced Six Sigma tools. Starting with the DMAIC Model, The Black Belt Memory Jogger offers 25 chapters of Six Sigma know-how. Use it as a training tool or as a quick reference to keep your teams and projects on track.

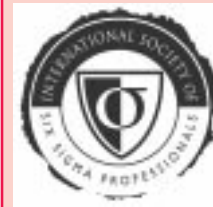


The Six Sigma Memory Jogger^T II A portable teaching and reference guide for everyone in the organization, The Six Sigma Memory Jogger^T II explains the What, Why and How of Six Sigma. Provides a Six Sigma Overview, explains the DMAIC process and offers detailed instruction on how to perform over forty Six-Sigma analytical, decision-making and planning tools. This pocket guide provides a concise and convenient source of everything your team needs to succeed.

ISSSP Membership

All attendees of WCBF Six Sigma Conferences receive complimentary 6-month Professional Membership to ISSSP (only applicable to non-ISSSP members)

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Juran Institute, Inc. (www.juran.com) provides training and consulting services to help organizations worldwide achieve sustainable breakthrough results. The Institute was founded in 1979 by Dr. Joseph M. Juran, a pioneer in the quality revolution who developed many of the techniques and tools on which the Six Sigma methodology is based. The Institute's expertise also includes breakthrough improvement, strategic deployment, benchmarking and lean manufacturing. Juran Institute is headquartered in Connecticut and has European offices in Amsterdam and Madrid.

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