



## **EVENT REPORT**

**American Society for Quality Conference**  
Quality Management Division, Dallas, Texas  
Tuesday, February 27<sup>th</sup>, 2007

### **Profero Class: Value Stream Mapping – “Basics and Beyond”**

At this year’s American Society for Quality (ASQ) Conference in Dallas, TX, Profero “Catalyst” Tony Manos presented a one-day class on Value Stream Mapping called “Value Stream Mapping – Basics and Beyond.” The Quality Management Division of the ASQ conference “recognizes the need for awareness and implementation of quality-management systems in the service sector.”

Manos’ course gave the fundamentals of VSM and how to apply them, and disseminated information about the 4-step process for creating value stream maps that will propel organizations into the Lean revolution. The agenda included the history of Value Stream Mapping, Scopes of value streams, how to have a VSM event, the four step process including: the Process Family Matrix, Current State Map, the Future State Map, and the Plan to get to the future state, the role of the Value Stream Manager, VSM and Business Planning, Future State 2, all with a case study to apply VSM concepts. “One of my favorite parts of teaching a class like this is to give the participants practical information that they can take and use right away. Like going over the most common errors I have seen in Value Stream Mapping or how to setup your VSM team. Things that aren’t typically included in the books out there” commented Manos.

Fawzi Bawab of International Promotions Online called Manos an “excellent presenter who managed to keep the participants alert and the session enjoyable.” Tim Neathery, a Strategic Programs Analyst at DFW Airport, agreed, calling the course "Definitely one of the best [courses] I have attended in quite some time. Tony does an outstanding job of keeping your interest and showing the relevance of the subject with real world examples. I especially liked how he emphasized the application of each step to the office environment, and wasn't just focusing on manufacturing."

Bawab received some unexpected new information. “Not only was the VSM concept very useful, but I also learned how to select the process family.” Neathery commented that Manos’ class taught him that, “The VSM is a very simple but powerful way to visually depict the current state of the process and immediately see areas ripe for improvement.”

One of Manos’ main goals with his classes is always to empower participants to spread methods throughout their own organizations, and so he was pleased when Bawab said that he’ll not only be able to apply Lean concepts at his company, but he’s also confident he can help others to understand the concepts.



*Leaders in Lean Enterprise*

For his part, Neathery was surprised at how simple and straightforward the concept was. "We make things really hard sometimes, but when we have a tool like the VSM it helps us walk us through the process in a way that everyone can understand."