

Dow: Integrating Curriculum at the Dow Six Sigma Expertise Center



THE CHALLENGE

Master Black Belt and Technology Leader Chris Haney has been tasked with continuous improvement of the global Six Sigma curriculum at The Dow Chemical Company. Because Dow's Six Sigma program is lauded as one of the best. Their Diamond Value

Consulting Group has been requested to conduct external trainings, demonstrating their reputation in the industry. Haney sought to make brainstorming and project planning across the global organization easier by providing people a common tool for both virtual and in-person meetings.

One key challenge was to implement a universal software platform that would address critical issues all departments faced, chief among them being ideation and brainstorming. The selected tool needed to translate across all departments in Dow (engineering, finance, sales, marketing, R&D, etc.,) yet address specific needs for each.

Prior to working with Mindjet, employees used other work management tools such as Visio and PowerPoint resulting in the inherent inconsistency of using multiple tools. This also created

additional work in the preparation of visual presentations along with the need to maintain similar software versions. Each of these obstacles led Haney to provide large-scale access and training of Mindjet's platform.

Haney and his colleagues based their decision on the desire to have one platform for the exchange of ideas and the overall time savings that would be realized through efficient processes. "It was an easy decision. Why would I spend my time building the visual components of a map, when Mindjet does that for me already? Other tools are simply inefficient in this regard." Additionally, Haney recognized that for successful adoption, ease of use was a critical factor. "Not only does Mindjet offer a more intuitive product to use, but also a more intuitive product on which to train employees."



Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosociences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2011, Dow had annual sales of \$60 billion and employed approximately 52,000 people worldwide. The Company's more than 5,000 products are manufactured at 197 sites in 36 countries across the globe.

CHALLENGE

Improve internal Six Sigma curriculum and external Diamond Value Consulting Group training.

Create an easy-to-adopt tool for project planning, brainstorming, and meeting management across globally distributed teams.

SOLUTION

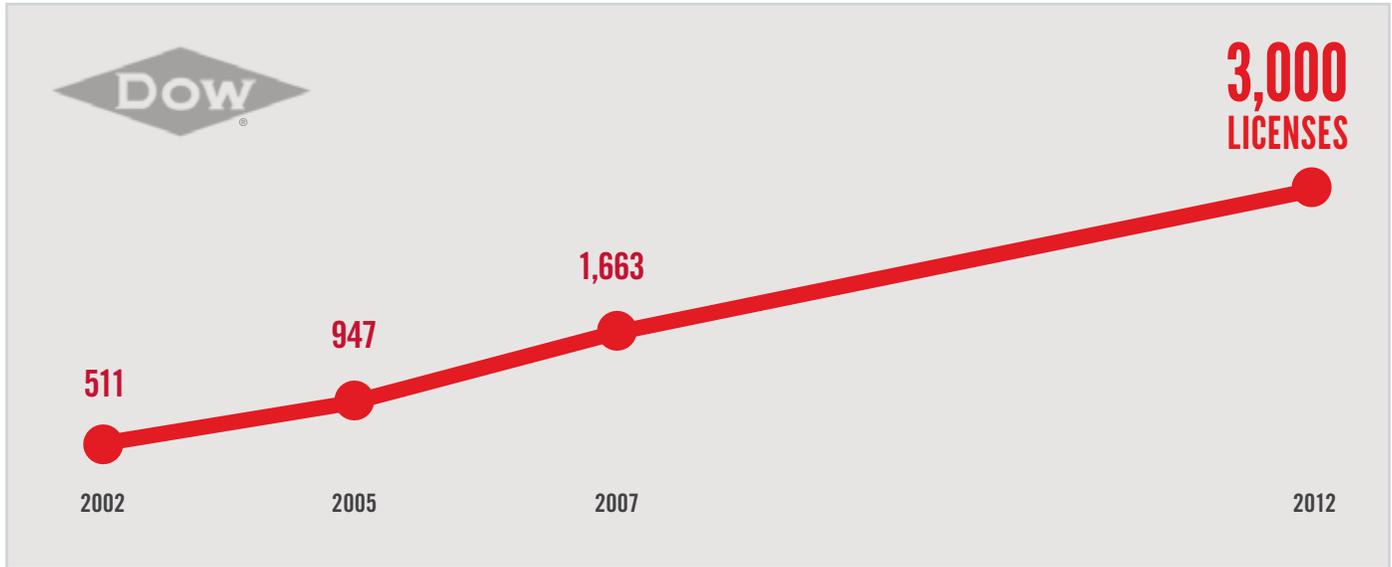
Effectively integrate into Dow's Six Sigma method, enabling employees to generate and share ideas in a common space.

Enhance communications for Dow's global teams, facilitating collaboration regardless of geography.

RESULT

Increased effectiveness in project planning and organization, greater clarity in communication, and more efficient management of global team meetings.

With Mindjet an integral part of their Six Sigma training platform, Dow has nearly doubled license holdings since 2007.



THE SOLUTION

By making the Mindjet platform accessible to employees and incorporating it within the Six Sigma curriculum, Dow has created a common space to ideate and share information. The platform effectively integrates into the Six Sigma methodology, enabling employees to generate and share ideas.

Given the need for enhanced collaboration in a business that spans thirty-five countries, and facing the realities of the global economy, Dow's employees required an easy-to-use platform that would facilitate partnership without proximity. "Seldom are all meeting participants under one roof." With process in mind, Haney deployed the visualization method of dialogue mapping*, a means of tracking meeting content. Participant input is captured in real time, so that all participants have a detailed account at the

conclusion of a meeting. It also summarizes topics covered and how they relate to the central meeting theme and its specific task owners.

Haney has seen a grass roots adoption of the platform beyond the original intended Six Sigma training. As more employees were seen using the Mindjet platform platform, word spread quickly about its ease of use and effectiveness, making others eager to obtain a license. Haney says, "The use of Mindjet platform has grown beyond our expectations."

THE RESULT

Dow's history with Mindjet began in 2002, with just over 500 licenses, and has since grown to over 3000 active users. Because Six Sigma is integral to Dow's effectiveness, they offer the Mindjet platform to Six Sigma practitioners as well as other employees. To gain seamless adoption of the platform, Mindjet's

Customer Success Team and Dow are coordinating a suite of training classes, with subjects ranging from general overview to specialized sessions in project and task management.

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Chris Haney, Master Black Belt, Technology Leader Six Sigma Expertise Center

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*Dialogue mapping is a trademark of Dr. Jeffery Conklin, developer of the Dialogue Mapping™ technique, a method used to capture and organize unstructured knowledge during project meetings.