



**Six Sigma for Service  
Special Interest Group (SIG)**  
<http://www.asq509.org/ht/d/sp/i/197/pid/197>

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**Sponsored by: ASQ Section 509 (MD & DC) and Section 511 (N.VA)**

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**6σ SIG Monthly Meeting**

**DATE:** Wednesday, March 28, 2007

**TOPIC:** “Co-opetition in the Evolution of Six Sigma”

Back by popular demand, this presentation is an encore of the November 2006 presentation with recent updates and is also a preview of the May 2007 presentation at the ASQ World Conference on Quality and Improvement (Orlando, FL) <http://wcqi.asq.org/index.html>.

**SPEAKER:** Mr. Minh B. Tran

Certified Six Sigma Black Belt, ASQ  
Chair of *Six Sigma for Service* SIG, ASQ 509 (MD & DC) & 511 (N.VA)  
Director of Business Performance Management, FCI

**HOST VENUE:** Femme Comp Inc. (FCI)

14170 Newbrook Drive, Suite 100  
Chantilly, VA 20151-2233  
703-961-1818, x132 Receptionist  
[www.femmecomp.com](http://www.femmecomp.com)

**TIME:** 6-7pm – Networking

7-8pm – Program

8-8:30pm – SIG Business & Announcements

**ADMISSION:** Please **register** by emailing your name, title, organization and industry to [SixSigmaSIG@asq509.org](mailto:SixSigmaSIG@asq509.org). Registration is complimentary and ASQ Membership is not required. Pizza and soda refreshments will be provided.

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Additional information on the next page.

***Your competitors will be here. Your clients will be here. Shouldn't you be here too?***

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**WHAT:**  
**Description**

As Six Sigma evolves from Manufacturing into Transactional Services in the Public Sector, the very market dynamics that fuel the momentum also threaten it. This presentation explores ‘how’ Six Sigma is evolving and ‘why’ co-opetition (cooperative competition) may be a win-win solution for both clients and practitioners of Six Sigma.

“Co-opetition explains how to compete without destroying the pie and how to cooperate without getting your lunch eaten.”

– Adam Bradenburger (Harvard Business School)  
& Barry Nalebuff (Yale School of Management)

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**WHO:**  
**Bios**

Mr. Minh B. Tran is an ASQ-Certified Six Sigma Black Belt (CSSBB). From a global community of over 5,000 ASQ CSSBBs, he was 1 of 12 Subject Matter Experts (SME) invited to ASQ HQ to participate in the 2006 Job Analysis Workshop, which is part of the ASQ process every 5 years to update the ASQ CSSBB Body of Knowledge (BoK). Mr. Tran is the Founder/Chair of the “Six Sigma for Service” SIG for ASQ Section 509 (MD/DC) as well as ASQ Section 511 (N. VA). He is an invited speaker at the annual ASQ 2007 World Conference on Quality and Improvement (Orlando, FL).

As Director of Business Performance Management (BPM) at Femme Comp Inc. (FCI) – a boutique engineering services DoD Contractor – Mr. Tran advises Management Executives on the strategic implementation and key performance indicators (KPIs) of multiple Six Sigma client engagements as well as mentors Black Belts & Green Belts on core process improvements. His experiences span Biomedical Research, Information Technology and Strategy Development.

Mr. Tran earned his M.S. in Management Science & Operations Research at Warwick Business School (Coventry, England) and his B.A. in Philosophy and Molecular Cell Biology at Cornell University (Ithaca, NY).

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**WHY:**  
**Attend to...**

**1. Be informed**

Information is key, so stay in-the-know about high-relevance and high-impact issues affecting the Six Sigma community.

**2. Be connected**

It’s *what* you know, but also *who* you know. Network with current and prospective clients, colleagues and competitors.

**3. Be resource-full**

Treat others as you’d like to be treated. Count on the SIG’s loose network of professionals for resources and be recognized among your peers as a go-to expert.

**4. Be wise**

Don’t repeat mistakes, benchmark! Share and learn lessons and best-practices from those in the same boat and those who have “been there done that.”

**5. Be innovative**

Let diverse expert speakers from business and academia challenge and inspire your Six Sigma thinking with a fusion of new ideas and unique perspectives.

**6. Be...long**

You are not alone. Meet like-minded professionals equally passionate about their work in an open, friendly atmosphere of learning and professional growth.

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