



CANADA QUALITY CONFERENCE 2020



People-Processes-Technology

DATES: OCT 18, 19 & 20

CONNECTING FOR EXCELLENCE

ASQ CANADA GREENLAND REGION

We have a super simple registration process. Register once for the Keynotes, again for the Kitchen Parties and once again for the French *soirée*. See the links in the box on the right. Sit back and relax. Can't wait to connect with you October 18–21.

Turn the page to meet our Speakers. More to come on how to access the on-demand recordings.

Hosted by ASQ Toronto Section

**Connecting People,
Processes and
Technology**

**Daily Keynotes at
2 pm (EDT)**

**On-demand recordings
available October 17 at
11 pm (EDT)**

**Daily Kitchen Parties at
7 pm (EDT)**

0.5 RUs per day

Click [here](#) to register for the
Daily Keynotes

Click [here](#) to register for the
Daily Kitchen Parties

Click [here](#) for the special
soirée for French-speaking
participants

CANADA QUALITY CONFERENCE 2020 AGENDA

DAY 1, SUNDAY, OCTOBER 18

CONNECTING PEOPLE

Keynote

[Karyn Ross](#)

2 pm (EDT)

Kitchen Party

Reminders:

Watch on-demand recordings;
Attend Kitchen Party at 7 pm (EDT);
Return for Day 2 at 2 pm (EDT)

Live Presentation

[Matthew Barsalou](#)

3 pm (EDT)

Hosted by the ASQ section leaders

7–9 pm (EDT)

DAY 2, MONDAY, OCTOBER 19

CONNECTING TECHNOLOGY

Keynote

[Alex Boussetta](#)

2 pm (EDT)

Kitchen Party

Reminders:

Watch on-demand recordings;
Attend Kitchen Party at 7 pm (EDT);
Return for Day 3 at 2 pm (EDT)

Hosted by the ASQ section leaders

7–9 pm (EDT)

DAY 3, TUESDAY, OCTOBER 20

CONNECTING PROCESSES

Keynote

[Jim Boyden](#)

2 pm (EDT)

Kitchen Party

Reminders:

Watch on-demand recordings;
Attend Kitchen Party at 7 pm (EDT)

Hosted by the ASQ section leaders

7–9 pm (EDT)

SOIRÉE – MERCREDI 21 OCTOBRE

FÊTE EN CUISINE – FRANCOPHONE

Soirée réseautage – Fête en cuisine

Rappel :

Regardez les enregistrements à la demande

Animé par les responsables de la section
ASQ

19 h–21 h (HAE)

WHAT IS A KITCHEN PARTY?

Everyone can relate to a Kitchen Party, but let's do it virtually. Take some time to relax at the end of the day with your Quality peers. Get to know one another, ask questions, share insights, trade practices, listen to music, have a laugh maybe even share some treats. Now what can that mean? Come and see!





Speaker	On-Demand Recording	Satisfaction Survey
Karyn Ross	Fulfilling Your Purpose: The Creative Side of Continuous Improvement [recording available later]	
Matthew Barsalou	Sherlock Holmes and Root Cause Analysis: Lessons in RCA from a Famous Fictitious Detective [recording available later]	
Alex Boussetta	Quality Management and Improvement in the Age of AI [recording available later]	
Jim Boyden	ISO 9001 Quality Matters [recording available later]	
Dr. Linda M. Manning & Dwight Powless	Indigenous Models for Continuous Improvement: A Case Study	Click here for the survey
Lauren Hisey	Leveraging Lean Six Sigma with AI	Click here for the survey
Alex Abraham	A New Way to Define Lean Six Sigma Projects for Digital Transformation	Click here for the survey
Karen Lawrence	Preparing for Quality 4.0 — The Skills Gap	Click here for the survey
Jessica Perritt	Quality 4.0: Bringing Science and a Broader View of Culture Together	Click here for the survey
Jean-Marc Legentil	Virtual Kaizen: A Case Study	Click here for the survey
	Questology [presentation in English]	Click here for the survey
	Questologie [présentation en français]	Cliquez ici pour le sondage



CANADA QUALITY CONFERENCE 2020

People-Processes-Technology

CONNECTING PEOPLE

Day 1, October 18

Keynote, 2 pm (EDT)

Kitchen Party, 7 pm (EDT)



Karyn Ross

Fulfilling Your Purpose: The Creative Side of Continuous Improvement

Abstract: What do creativity and continuous improvement have to do with each other? And how can combining them together help people and organizations work towards fulfilling their purpose on a day-to-day basis? In her keynote activity, Karyn will guide participants through three short exercises focused on improving divergent thinking and using her simple visual system to turn 'I can't's' into 'Of course we can's!' By the end of the session, participants will leave with an understanding of Karyn's creative and innovative approach, and a plan of the next steps necessary to turn their dreams into a reality to fulfill their purpose. And isn't that what continuous improvement is really all about?!

Biography: Karyn is on a mission to "Help People Improve the World". An artist, internationally acclaimed speaker, award-winning author, consultant, coach and lean practitioner, Karyn travels the globe teaching people how to combine creativity and lean to make a better world. As well as being the owner of KRC (Karyn Ross Consulting), Karyn is the Founder and President of the Love and Kindness Project Foundation, a registered public charity fostering projects that spread love and kindness in the world, and Founding Mother of Women in Lean – Our Table.

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Matthew Barsalou

Sherlock Holmes and Root Cause Analysis: Lessons in RCA from a Famous Fictitious Detective

Abstract: Sherlock Holmes as a quality Guru? Not being in the field of quality may exclude him from consideration as a Guru: however, the stories of Sherlock Holmes provides many tidbits of advice that a root cause analysis investigator can apply when investigating a failed product or process. This talk will present the relevant Sherlock Holmes quotes together with practical advice for applying the concepts on an actual root cause analysis and finish by showing how to translate many working hypotheses into actionable items.

Biography: Matthew Barsalou is an Extramural Researcher at Poznan University of Technology and a Lean Six Sigma and Problem Solving Expert at QPLUS; and also works in the automotive industry where he provides teams with support and training in quality and statistics related tools and methods in addition to providing guidance during root cause analysis. His past positions include quality/laboratory technician, quality engineer, and quality manager. Matthew is an Associate Academician in the International Academy for Quality, ASQ Statistics Division Chair-Elect and is certified as a Lean Six Sigma Mater Black Belt and author of many books.

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Dr. Linda M. Manning Indigenous Models for Continuous Improvement: A Case Study

Abstract: Long before LEAN, Six Sigma or other continuous improvement models were published, Indigenous civilizations used an evidence-based, results-oriented, respectful and inclusive approach for continuous process improvement under uncertainty. Today's organizations continue to struggle with incorporating social capital, shared purpose, and organization-wide engagement—key factors in successful continuous improvement that are also embedded in Indigenous philosophy. This session discusses a model built on Indigenous practices that informs the development of continuous improvement approaches that foster understanding of the impact of process change on stakeholders and long-term sustainability, as well as inform leadership development. Examples show how this model can be applied to the development, implementation and validation of outcomes such as student engagement, retention and graduation, with a focus on Indigenous students.

Biography: Linda M. Manning, Ph.D. is an intercultural economist, business advocate, and champion of growth through inclusion. She brings her experience and expertise as an academic in international economics to improving processes in a changing work environment. Born in the U.S. and raised in other countries, she understands being an outsider and the benefits of inclusion. A long-time economics professor, she works with organizations to capitalize on hidden talent embodied in their workforce. She is an expert on inclusive teaching and management practices. She does research, develops training and evaluates programs designed to grow awareness and skills for strong employment outcomes for the employer and the employee.

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Dwight Powless Indigenous Models for Continuous Improvement: A Case Study

Abstract: Co-presenter with Dr. Linda M. Manning. See above.

Biography: Dwight Powless is a Mohawk from the Six Nations Reserve near Brantford Ontario. Dwight retired from Canada Post after 34 years, with time in Technical Services, Area Retail Management, Human Resources, and Legislated Programs. He finished his career as the Corporation's first Aboriginal Relations Manager. He was then recruited by Algonquin College to enhance and increase the platform for the Aboriginal community within the college. At the same time that he has succeeded in his career, he remained deeply involved with Indigenous culture and practices. Cultural understanding was a mainstay within his corporate career.

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Day 2, October 19

Keynote, 2 pm (EDT)

Kitchen Party, 7 pm (EDT)



Alex Boussetta

Quality Management and Improvement in the Age of AI

Abstract: We often hear Quality and Lean Six Sigma practitioners ask what Artificial Intelligence (AI) and Machine Learning (ML) have to do with business performance and process improvement. To start with we will define AI and ML and then provide a roadmap of when ML and AI needs to be considered in process control and process improvement. We will explain how ML enabled a rebirth of AI in the last 15 years. After an overview of the two main AI techniques and their applications, we will go through two examples where typical AI and ML techniques have been used effectively. We will also

explain the current challenges and limitations of ML and AI. Participants will leave with a decision guide with the four take-aways.

Biography: Alex Boussetta has a Masters in Engineering Project Management, is a Certified Lean Six Sigma Master Black Belt from Bombardier, and is as well a Lean Sensei (Master Coach and trainer). He is a Project Management Professional (PMP), a Certified Agile SCRUM Master (SMC) and an Environmental Professional (EP). He also has a Professional Certification in Innovation and Technology as well as a Professional Certification in Machine Learning and Artificial Intelligence, both from MIT. Alex Boussetta has over 25 years of quality and operational experience. He is the founder of Abacus Team Inc. Alex Boussetta has also been teaching at McGill University since 2003. He is the Program Leader for Operational Excellence, which includes Lean Six Sigma, Agile Project Management, Quality systems and planning, as well as Operations management. He is an accredited trainer by the Council for Six Sigma Certification (CSSC).

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Lauren Hisey

Leveraging Lean Six Sigma with AI

Abstract: How to use Continuous Improvement to balance between people and technology is a subject for both Lean and Cost Management. This presentation will tackle the rapidly changing business world moving in the direction of Digital Transformation, RPA (Robotic Process Automation), and Machine Learning. They are invading different types of business processes. While these new digital approaches are meant to improve, streamline, and standardize business processes, many organizations do not realize that these approaches do not fix a "broken" business process. Instead, these digital approaches

will show how broken a process is faster than using the manual method. The best approach is to fix the broken processes, standardize them, and then use them digitally. This presentation will provide a business perspective on leveraging Lean Six Sigma to fix the problems to implement RPA and Machine Learning successfully.

Biography: Lauren Hisey holds a Master of Business Administration from St. Leo University and a Bachelor of Arts in Political Science and Government from the University of South Florida. She is a Lean Six Sigma expert helping businesses through Lauren Hisey Consulting. As a recognized top performer, Lauren earned a Business Process Improvement Award in January 2017. A confident and dynamic public speaker, Lauren has attained the Toastmasters International Competent Communicator and Leadership designation. A tireless contributor to the community, Lauren has worked with such organizations as Dress for Success and the USF Corporate Mentor Program. At Nielsen, she served as president of the company's Tampa Toastmasters group and Nielsen's WIN SE Leadership Committee.

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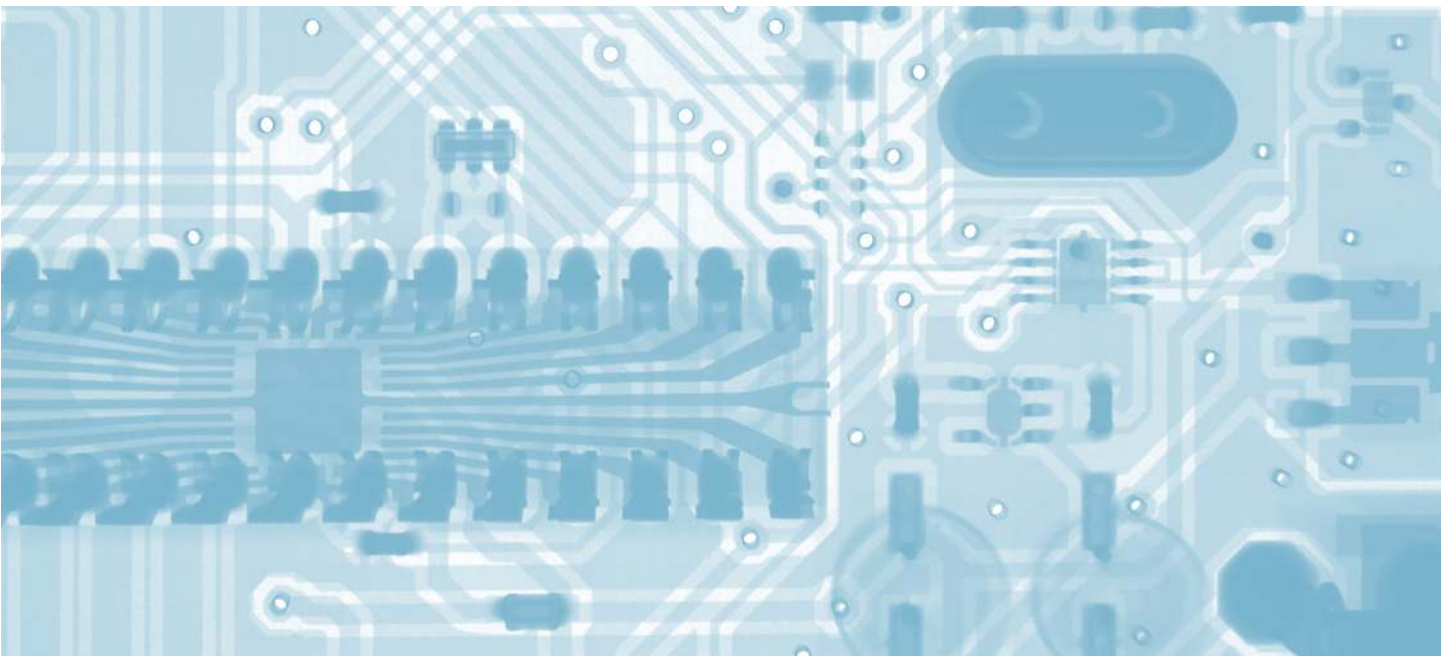
Alex Abraham

A New Way to Define Lean Six Sigma Projects for Digital Transformation

Abstract: We are now witnessing a massive wave of Digital Transformation projects aimed at automating processes and data management with the expectation of increased productivity. The presentation addresses the root cause of these failures from currently available literature survey of failures of Six Sigma projects. The presentation then critiques the above conclusion by analyzing a fairly old concept of demand side economics also called pull, impact or dynamic competencies. The presentation concludes that a new way to define Lean Six Sigma projects for digital transformation involves the definition of desired, realistic impact, supported by an assessment of organizational readiness.

Biography: Alex Abraham, has over 30 years of international experience in Engineering, Lean Quality Systems, Six Sigma and Management in supervisory and executive roles. He is a Professional Engineer, Project Management Professional, ASQ Certified Six Sigma Black Belt and ASQ Certified Quality Auditor. Alex started his career as a Rocket Scientist for Indian Space Research Organization which launched the famous moon rover recently. He has worked in different roles as an engineer, Director, GM and VP of manufacturing and service companies in India and Canada. He has also 8 years of academic teaching experience in Ethiopia, India and Middle East, having taught mechanical engineering design and manufacturing courses.

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Day 3, October 20

Keynote, 2 pm (EDT)

Kitchen Party, 7 pm (EDT)



Jim Boyden

ISO 9001 Quality Matters

Abstract: In 2020, we are faced with a dynamic flux of political, economic, social, technological, legal and environmental challenges that impact businesses, regions, and nations across the globe, especially in the world of quality. Globalization has completely altered the way in which the world operates. The advancement in standards development over the past few decades has had a profound impact on the global landscape as well as on the progress of globalization. With consumer behaviors evolving at a rapid rate as a result of technology, businesses will need to find ways to stay ahead of the curve.

Biography: Jim Boyden brings a wealth of International Standards Development experience from his career working in the automotive sector. Currently, Jim is the lead for Standards Development and Implementation at the Ontario Ministry of Economic Development and Growth, Open for Business Division and serves as the government subject matter expert on International Standards. In addition, Jim currently serves on several committees' in Canada.

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Karen Lawrence

Preparing for Quality 4.0 — The Skills Gap

Abstract: How do educators encourage students to pursue certifications in Quality and assure them the knowledge and skills required for these certifications are relevant to today's business and industry processes? The answer lies in value co-creation. Educators, students and industry professionals have an opportunity to co-create curriculum in tertiary education through the wonderful network of ASQ. Employers represent a subset of society and, hence, customers of education. Co-creation will breakdown the traditional demand versus supply model and allow for the development of a future-proof workforce in Quality.

Biography: Karen is a Lecturer of Statistics, Quality and Operations Management at McMaster University's Bachelor of Technology and a Professor of Statistics at Mohawk College. She brings to the classroom international industry experience, having worked in the United States, New Zealand, France and now Canada. She has been employed in various industries (chemical research development, medical products, manufacturing assembly, and global distribution systems) at such diverse companies as DuPont, Apple, and Amadeus GDS. Further, Karen has more than 20 years of teaching and curriculum development experience at both the undergraduate and graduate levels.

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Jessica Perritt

Quality 4.0: Bringing Science and a Broader View of Culture Together

Abstract: Since its inception, the Nuclear Waste Management Organization (NWMO) has sought opportunities to learn from Indigenous knowledge (IK) holders and apply that learning to planning and decision-making processes. Through our practice of informing project decisions through the dual lenses of western science and Indigenous Knowledge we have come to learn that the application of applying Indigenous Knowledge to a traditionally western science applied industry has improved the quality of Nuclear Waste Management.

Biography: Jessica joined the NWMO in 2008 and had been instrumental in creating the NWMO's Indigenous Knowledge Policy and Reconciliation Policy, and liaising with the Council of Elders and Youth. She is a member of the Chippewas of Nawash Unceded First Nation and a proud *Anishnawbekwe* (Ojibway women). Her formal education is within western science majoring in Physics and Mathematics and has also received Indigenous education from Elders and knowledge keepers, throughout her life. She has brought respect for Indigenous perspectives to life at the NWMO and her next big project is helping the NWMO take further steps towards its journey in reconciliation, a true example for the rest of Corporate Canada.

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Jean-Marc Legentil Virtual Kaizen: A Case Study

Abstract: Facilitating a Kaizen event for processes virtually requires some adjustments. Our team has experienced different options. This session will share with kaizen facilitators our experience, tips, do's and don'ts, platforms, tools. We will demonstrate how we complete the Project charter, how we brainstorm problems and solutions with virtual post-its, how we map the actual and the new process, how voting and selecting is done. We will also share tips how to handle the sound, the video and how to make participants active at all times.

His presentations will be available in both English and French.

Added bonus: English and French versions of Questology!

Biography: Mr. Legentil is a principal associate with Bell Nordic Consulting, with over 30 years of business experience, including supervision, plant facility administration and general management. He has worked with such corporations as Johnson & Johnson, Abbott Laboratories and Carrier. He currently heads a consulting and training firm. He is a Lean Sensei and a Master Black Belt. He has been leading HEC Montréal workshops for managers and executives for more than three decades. Recent speaking engagements have taken place nationally and internationally. Mr. Legentil assists executive teams in rolling out dashboards, daily management systems and Kata routines.

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FÊTE EN CUISINE – FRANCOPHONE

Soirée – 21 octobre

**Soirée réseautage – Fête
en cuisine, 19 h (HAE)**



Jean-Marc Legentil Questology

Abstract: For continuous improvement, the role of the immediate superior is key for developing talents and solving problems. From boss to coach, from command and control to autonomy, the powerful Socratic approach is key. There's an imperative to be able to ask questions with INTENTION. It is more difficult than TELLING someone what to do and not developing talent or asking a WHY that puts them in a defensive position instead of a learner position. If you have the right question, they will learn by themselves, they will come up with a great solution.

Questologie

Résumé : En amélioration continue, le rôle du supérieur immédiat est essentiel pour développer le talent de résoudre les problèmes. Pour passer de patron à coach, de commandement et de contrôle à l'autonomie, une approche socratique puissante est essentielle. Il est indispensable de pouvoir poser des questions avec une INTENTION. C'est plus difficile que de dire ce qu'il faut faire et de ne pas développer des talents ou de demander POURQUOI et se mettre en position défensive au lieu d'adopter une posture d'apprenant. Si vous avez la bonne question, ils apprendront par eux-mêmes, ils proposeront sûrement d'excellentes solutions.

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From your ASQ Canada Conference Team