



The Dow Chemical Company Design for Six Sigma Simulation

As part of Dow's implementation of Design For Six Sigma, Humentum was selected to work with Dow DFSS content experts on the design of a simulation that would allow their DFSS project leaders to address critical issues and potential problem areas associated with this important program launch.

In parallel with the design of their proprietary version of DFSS, Humentum worked with a team of Subject Matter Experts to capture scenarios reflecting the complexities of launching this key program in their complex product development environment. Humentum's cutting edge design process allows rapid prototyping of simulations and the ability to deliver fully functional drafts within hours of storyboard completion. Humentum's simulation design tool also keeps content separate from the simulation engine, allowing clients to retain copyright of their content, addressing Dow's concern relative to the proprietary nature of the resulting simulation.

Working together, over a two month period, we designed a simulation that instructed new project leaders in the specifics of Dow's DFSS process as well as provided them with opportunities to address problems, overcome obstacles, and deal with the resistance associated with any change initiative. The resulting three round simulation provided 90 minutes of immersive learning that could be used with intact project teams to assist them in launching their specific projects.

The result was a decrease in project cycle time (particularly start-up time) for DFSS projects and a consistency of process application among project teams. As with many Humentum simulations, as the Dow process was refined, associated simulation modifications were quick and inexpensive.