

2025 ASQ Columbus Fall Conference Learning Session Descriptions

Time	Topic	Speaker	Description
8:45 to 9:45	Leveraging the Baldrige Excellence Framework: A guide to performance excellence	<u>Margot Hoffman</u> <i>The Partnership for Excellence</i> (Edison 1 and 2)	Organizations around the world have utilized the Baldrige framework in their pursuit of excellence. This keynote presentation will discuss how the framework assists organizations in assessing performance and identifying areas for improvement, the significance of maintaining a systems perspective, and achieving results aligned with organizational objectives. Throughout the presentation, there will be examples of success stories from organizations that have applied Baldrige principles.

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10:00 to 11:00	Quality through culture. An organizational journey to excellence	<u>Tony Belilovski</u> <i>C3 Excellence</i> (Morgan 1)	The session describes the experience of the organizational leader to transform culture, employee engagement, and customer satisfaction of the entire organization for highly visible quality results. You will be entertained, enlightened and uniquely equipped to achieve new levels of performance. The breakthrough insights you achieve will result from the interactive delivery style, tools, and key transformation elements you will use during the session. See how anyone can achieve outstanding success and have a stronger voice at the strategic leadership table. The fast pace starts with a revealing self-assessment of your culture.
	Root Cause Analysis – An Interactive Case Study	<u>Mustafa Shraim</u> <i>Ohio University</i> (Morgan 2)	The aim of this interactive session is to learn how to conduct / facilitate an effective root cause analysis (RCA) using brainstorming, the Ishikawa (fishbone) diagram, and the five-why trees before applying countermeasures. The participants will work in teams with a debrief at the root-cause determination point.
	The OpEx Long Game	<u>Mark Warner</u> <i>Hikma Rx</i> (Morgan 3)	Operational Excellence is an element that every organization looks to drive. As with many things, variables in market dynamics can impact one's ability to sustain those key elements. In those moments, the ability to step back and take an honest look to see where you are really at and where you may have drifted becomes critical to ensure the foundations remain, to renew and to strengthen them to continue to drive productivity and improvement. This discussion will provide real life application of this journey within my organization.
	Experience by Design: Turning Process Maps into Meaningful Moments	<u>April Thomas</u> <i>Green Dot Consulting Group</i> (Wright 2)	Great experiences do not happen by accident — they are intentionally designed and operationalized. In this interactive session, we will explore how process mapping can be a powerful tool not just for efficiency, but for creating meaningful experiences and connection. Attendees will learn how to go beyond traditional process mapping to co-creating a human-centered experience. Highlighting the moments that matter most to the people you serve and support. Whether you are working on onboarding, service delivery, internal workflows, or cross-functional alignment, this session will equip you to think differently about how mapping can be used.

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11:15 to 12:15	Case Study in Root Cause Analysis: Purified Water System	<u>Michael Villa</u> <i>Paladin Audits & Consulting, LLC</i> (Morgan 1)	Utilizing standard root cause analysis tools, we will look at a case study into the failure of a Purified Water system. We will review an Ishikawa diagram, Causal Mapping and 5 Whys to understand numerous failure points leading to the system failure. Goal of the presentation will be not only to understand what happened and why, but to also show how different Root Cause Analysis tools can be utilized together to understand the scope of the issues involved.
	How it all fits together – Lean as a comprehensive model	<u>Will Eby/</u> <u>Andrew Robbins</u> <i>Nationwide Financial</i> (Morgan 2)	At Nationwide, we're always looking to mature our Lean Operating Model. We recently found that some of our business units were treating some Lean Elements of the model as "a la carte." Teams would focus heavily on root cause problem solving but drop the ball on standard work or process confirmations. We built this training module to show how each of the elements in the Lean Operating Model interact with each other, the importance of adopting the whole model, and the risks of leaving out specific elements. This session will walk through three different views of Lean Element interaction and help you tell the FULL Lean story to your business partners and leaders.
	Deming's Red Bead Experiment- Understanding Variation	<u>Bill Soller</u> <i>Corporate Advantage Network, LLC</i> (Morgan 3)	What is The Red Bead Experiment? The Red Bead Experiment is an interactive teaching tool designed in 1982 by W. Edwards Deming. Using statistical theory, the experiment demonstrates how "willing workers" have less control over their performance than the actual systems they're working within. Another important lesson from the Red Bead Experiment is the importance of understanding variation – the importance of drawing accurate conclusions from the data you have. So often we have people drawing faulty conclusions from data because they don't understand variation. They make claims that are not supported by the data. But since so few understand how to analyze data those claims are accepted as evidence.
	Innovation: A Driver for Value Creation	<u>Tracy Owens</u> <i>Ohio State University College of Engineering</i> (Wright 2)	Founded in 2013, ASQ's Innovation Division has been sharing an important message for organizational excellence and growth. The message is that innovation is a process, and, like any process, it can be managed and improved. Further, it is our goal to equip quality professionals with the tools and skills they need to play an important role in their organization's innovation management program. In 2023, the Innovation Division published the Innovation Body of Knowledge.

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1:15 to 2:15	The Challenges of Implementing the Shingo Model of Operational Excellence in a College of Business	<u>Dan Fox and Anthony Abalaka</u> (Morgan 1)	<p>This session explores the implementation of an operational model based on “Shingo Model” principles within a College of Business and Economics, highlighting the critical role of top leadership in driving institutional transformation. Drawing from a real-world case study and doctoral research, the presentation examines how strategic clarity, leadership commitment, and collaborative execution contributed to measurable improvements in organizational effectiveness. Attendees will gain insights into:</p> <ul style="list-style-type: none"> • The strategic framework used and its practical application in an academic setting • Leadership behaviors that enabled successful strategy adoption • Lessons learned from navigating challenges in implementation • Implications for quality improvement and strategic planning in higher education
	Integrating the Theory of Constraints with Lean and Six Sigma for Operational Excellence	<u>Michael Colburn</u> <i>Colburn and Associates</i> (Morgan 2)	<p>This will be a highly interactive workshop with hands-on exercises to: identify a system’s constraint, calculate throughput and improve process performance. A wide variety of examples will be shown to bring life and clarity to the Theory of Constraints. The participants will be shown how to flex capacity to productively meet the needs of variable production demands. The participants will be able to compare and contrast the Theory of Constraints with Lean and Six Sigma methodologies. Finally, the participants will receive a paper Improving Profitability with the Theory of Constraints along with annotated exercises that can be used to teach the workshop methods to their colleagues.(2 sessions)</p>
	Quality Improvement in Crisis Planning	<u>Danielle Klein</u> <i>Nationwide Children's Hospital</i> (Morgan 3)	<p>We plan for emergencies, and we improve ongoing processes. What happens when we implement and integrate quality improvement tools and techniques into crisis planning? This presentation covers three examples of emergency plans and the tools we applied including ergonomic analysis, process mapping, root cause analysis, and simulation.</p>
	Leadership, Culture, and Organizational Excellence	<u>Terrance Smith</u> <i>Saint Vincent College</i> (Wright 2)	<p>Quality doesn’t exist in a vacuum—it thrives within an ecosystem shaped by leadership and culture. This session offers a high-level exploration of how these critical elements influence quality performance and broader organizational outcomes. Participants will gain insights into creating alignment between leadership practices, cultural values, and continuous improvement efforts to drive lasting excellence</p>

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2:30 to 3:30	Level Load Your Quality Career for the Present While Gearing Up for the Future	<u>Teresa Whitacre Lytle</u> <i>Marketch Systems</i> (Morgan 1)	Today's economy is especially challenging for all careers including Quality. Many organizations reduce our quality roles as they are considered overhead and not always contributory. This presentation will provide proven methods for standing out in the front of the crowded field of applicants. This presentation will also provide critical skills for the future of the quality profession. Learn how these needed skills, behaviors and traits have shown to be beneficial and what you need to do to protect your employability for the future.
	Integrating the Theory of Constraints with Lean and Six Sigma for Operatinal Excellence	<u>Michael Colburn</u> <i>Colburn and Associates</i> (Morgan 2)	This will be a highly interactive workshop with hands-on exercises to: identify a system's constraint, calculate throughput and improve process performance. A wide variety of examples will be shown to bring life and clarity to the Theory of Constraints. The participants will be shown how to flex capacity to productively meet the needs of variable production demands. The participants will be able to compare and contrast the Theory of Constraints with Lean and Six Sigma methodologies. Finally, the participants will receive a paper Improving Profitability with the Theory of Constraints along with annotated exercises that can be used to teach the workshop methods to their colleagues.(2 sessions)
	A Framework for Exceeding Excellence	<u>Jasmine Berryman and Tom Reighard</u> <i>Ohio Health</i> (Morgan 3)	In this presentation, we will explore how tiered huddles have become a foundational part of OhioHealth's culture. We'll walk through how we identified the gap, implemented tiered huddles as a solution, and continue to sustain and evolve them as part of our journey toward becoming a High Reliability Organization.
	The Eight Deadly Wastes – WORMPITT	<u>Carla Konzel</u> <i>Steris</i> (Wright 2)	Join us for an engaging session on the 8 Wastes of Lean and discover how to eliminate non-value-added activities to free up time and resources. In this session, you'll learn: <ul style="list-style-type: none"> • The eight types of waste (WORMPITT) • How to use a flowchart to identify value-added vs. non-value-added activities • Simple, effective techniques like the 5S methodology to boost efficiency • Real-world examples and key takeaways you can apply immediately <p>Don't miss this opportunity to enhance your Lean knowledge and drive continuous improvement!</p>