

PRESS RELEASE

Of interest to editors and journalists covering:  
Six Sigma, Business Process Improvement, NY Business News

Six Sigma Deployment is More Effective Than Ever with the Launch of STARR:  
Which Optimizes the Productivity of Six Sigma Implementation

NEW YORK, NY - May 28, 2004 /Send2Press Newswire/ -- Six Sigma Brokers LLC (www.sixsigmabrokers.com) announced today the public launch of its new deployment methodology STARR(TM). Much of the success of Six Sigma can be attributed to the rigor and discipline of the DMAIC, DMADV & IDOV process and design optimization methodologies. STARR brings the same structured and disciplined approach to the deployment process itself.

STARR is a "control gate" approach to Six Sigma Deployment that contains effective checks and balances at each stage, accelerating progress while minimizing costly mistakes and rework.

Six Sigma Brokers' revolutionary new STARR Six Sigma Deployment methodology contains the following phases:

- \* Strategy - to ensure that Six Sigma supports the client's vision and strategy
- \* Tactics - the means by which the strategy will be delivered
- \* Action - the Six Sigma deployment roadmap
- \* Review - a feedback system to allow continuous appraisal
- \* Reflect - the promotion of knowledge management, best practice sharing and cultural change

Each phase contains the essential tools and templates necessary for the successful completion of each stage of the deployment process. The Control Gate at the end of each phase ensures that the necessary discipline is maintained to reduce the risk of things going wrong.

STARR was born out of demand voiced by clients who, faced with the rapidly escalating range of Six Sigma products and services, need help selecting the deployment options that are right for them, while ensuring that scarce resources are managed effectively to ensure maximum productivity.

Six Sigma Brokers is not a training and consulting company. Their mission is to deliver totally independent advice and support to their clients ensuring that they achieve their objectives in the shortest time, at the lowest cost, and with minimum risk.

Whether the client is assessing if Six Sigma is right for them, or, having made their decision, is currently planning the implementation of Six Sigma; the experience and impartiality underpinning Six Sigma Brokers' service will ensure that the right decisions are made, entirely in the client's interests and free from complicating commercial pressures. Even organizations that have already implemented Six Sigma will benefit from the independent "outside eyes" that Six Sigma Brokers will provide.

Says Roger Dougherty, a senior partner of Six Sigma Brokers; "STARR is a major new advance in the technology of Six Sigma providing all the tools necessary for a successful Six Sigma journey."

To receive more information about STARR(TM) and Six Sigma Brokers, please visit <http://www.sixsigmabrokers.com>.

Media Contacts:

Roger Dougherty, Senior Partner (International)  
of Six Sigma Brokers LLC  
rogerdougherty@sixsigmabrokers.com  
Telephone: 011 44 (0) 20 7016 2130

Kathie Scheer, Senior Partner (U.S.)  
of Six Sigma Brokers LLC  
kathiescheer@sixsigmabrokers.com  
Telephone: +1-914-962-2203

Six Sigma(R) is a registered trademark and service mark of Motorola Inc.

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kathiescheer@sixsigmabrokers.com (media only)

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