

**FOR IMMEDIATE RELEASE**  
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**WILL THE REAL SIX SIGMA PLEASE STAND UP!**  
**World's Leading Expert Offers Six Sigma Scorecard**

Purchase, NY...Is the Six Sigma quality improvement process unleashed by Jack Welch to transform the modern GE still a powerful force for corporate re-engineering? If so, which of the *hundreds* of Six Sigma practitioners that have created a cottage industry delivering the process, are the real deal...and which are virtual imposters?

Scores of Six Sigma consulting companies are now in existence, promising to improve an organization's bottom line. Expectations frequently fall short, however, because the so-called expert consultants do not fully understand or put into practice the true Six Sigma methodology.

"Six Sigma remains a vital force for identifying and addressing the inefficiencies in business operations that lead to outrageous levels of defects and extraordinarily wasteful operating costs," says Greg Brue, the man who Six Sigma'd GE, Motorola, Allied Signal and more than 75 leading corporations. "But to gain the benefit of Six Sigma, you have to know whom to select to lead your company's deployment."

Author of the McGraw Hill best seller "Six Sigma For Managers" – and widely recognized as a leader in the industry – Brue offers the following guidelines to help corporate managers seeking to explore this methodology, to ensure the real Six Sigma stands up:

The Six Sigma Scorecard

1. **The Walk Away Acid Test:** Unless the CEO endorses the program, the Six Sigma firm has to be willing to walk away from the implementation because unless the person at the top supports it wholeheartedly, Six Sigma will fail to produce maximum ROI.
2. **Drive A Tank Through Corporate Silos:** Fiefdoms refusing to adopt Six Sigma will sabotage the process. Period. Everyone has to be part of the process. No excuses accepted.
3. **Draw A Straight Line from Main Street To Wall Street:** For public companies, Six Sigma pros must see the connection between their ability to raise the bar on corporate performance and the p/e ratio of the company's stock. Basic equation:

Higher efficiency=Higher stock price valuation

4. **Show Me The Risk:** True Six Sigma firms will guarantee a minimum savings equal to 20% of a company's revenues...and will accept the risk of being compensated on the basis of this savings (as opposed to a "pie in the sky" promise).
5. **CEOs Do The Talking:** Talk to CEOs of companies who have been served by Six Sigma practitioners...if they say the consultants "changed their corporate lives," you have a winner.

Brue's Six Sigma Scorecard is endorsed by leading business executives. Richard Hoffner, Director Six Sigma, Decoma International Inc., believes, "Greg is right on the money with his Six Sigma Scorecard approach. All levels of the organization must fully endorse the Six Sigma program, starting from the very top, to avoid just another 'Flavor of the Month' program. Unless the continual acceptance and discipline in using Six Sigma tools are present, the company is just wasting valuable time, resources, and money. Greg and his team from SSC have been a key ingredient and catalyst in kick-starting our Six Sigma program at Decoma".

Mike Daly, president and CEO, Berkshire Bank, who is currently working with Six Sigma Consultants, Inc. says, "Greg Brue is right on target with this Six Sigma Scorecard. Companies serious about Six Sigma should use this as a tool to ensure partnering with the right provider."

Even Six Sigma professionals find Brue's approach to be right on par. Mark Gardner, VP Process Improvement, Invitrogen Corporation, and former GE, concludes, "Six Sigma Consultants have the right blend of technical rigor and change acceleration...they offer the full solution for delivering impact in terms of customer satisfaction, efficiency, and profit. We consider them true partners in our quest to accelerate the understanding of how life works through innovations in science and technologies that expand biological understanding. This Six Sigma Scorecard written by Greg Brue is right on target."

To learn more about Greg Brue's Six Sigma Scorecard, call 505-856-6670 or visit their website at [www.sixsigmaco.com](http://www.sixsigmaco.com).

**The attached press release was sent to the following media March 8, 2004:**

Business Week  
Chief Executive Officer's Newsletter  
Directors & Boards  
Distribution Business Management Journal  
Fast Company  
Forbes  
Fortune  
Inc  
Industry Week  
Journal for Quality and Participation  
Leaders  
New York Times  
Organizational Dynamics  
President & CEO  
Six Sigma Forum  
Strategy & Leadership  
Strategy + Business  
Time  
US Business Review  
USA Today  
Wall Street Journal