



## **Enjoy Chowdhury's "The Power of Six Sigma"**

*Chuck Boiler, JMP Sales and Marketing*

Subir Chowdhury has created an entertaining parable used to infuse his audience with the business philosophy that is Six Sigma. His book, *The Power of Six Sigma*, achieves the goal of educating through a plausible lunch conversation between old friends who share contrasting career histories. Reminiscent of Plato's dialogues (but about one hundredth the length or complexity),

Socrates is played by Larry Hogan and Socrates' student by Joe Meter. These fictitious college buddies work in different divisions of The American Burger Company and their careers veer in opposite directions. Larry's career is thriving. During lunch, Larry draws Joe into a dialogue about the nature of perfection from the standpoint of a customer who consumes a product or service. Larry builds a road map for Joe that describes how to get to this perfection and provides a non-technical description of the metrics of Six Sigma that won't put off those of us who took 'Math for Poets' in college. The beauty of Chowdhury's approach is that it couches the Six Sigma methodology in a metaphor that is understandable to anyone who has ever eaten a pizza or been a customer. He couches it in a way that people at every level of the organization can understand.

The Power of Six Sigma rolls a Trojan Horse into the gates of every mind, releasing its contents, not of warriors, but of a powerful idea that can change the way companies think and act about quality. If you are new to Six Sigma or are the type that learns more from historical fiction than from history books, do yourself a favor and spend an hour reading this little book.

Subir Chowdhury is executive vice president of the American Supplier Institute. He is also the author of *Management 21C* and coauthor of *Robust Engineering and The Mahalanobis-Taguchi System*.