Licensing: A Cost-effective Option!

For organizations with sizable populations to train, licensing can prove a cost-effective alternative to buying materials "off the shelf" or developing training internally. The concept is simple: Organizations that license our training have the legal right to reproduce the materials freely during the specified term of the license.

Benefits
A major benefit of licensing is the ability to provide on-demand training, exactly when you need it. Another benefit is the freedom to customize the materials. Many organizations elect to put their company name and logo on the material to help instill "buy-in." Other organizations further enhance the training by adding their own exercises, examples, and case studies. Such adaptation helps ensure the training matches the organization's culture and achieves the desired results.

Licensing Juran programs has multiple advantages:

1. It allows clients to legally duplicate, distribute, customize, and/or translate paper and electronic versions of Juran's intellectual property. Training materials include associated worksheets, templates, and exercise data for internal use during the term of the license.

2. Each workshop is designed in modules, making it easy for your internal training professionals to customize the curriculum and create workshops specific to your organization without the trouble of editing an entire program.

3. State-of-the-art exercises can be modified easily to include your own examples, further enhancing the learning experience.

The License Package
Juran training program licenses include:

1. **Instructor Files**. Each Juran workshop includes instructor presentation slides, participant workbook, exercises, handouts, and a case study specific to the learning level.

2. **Participant Files**. Each license includes a CD of the worksheets and templates needed for project deliverables, exercise data in Microsoft® Excel and Minitab® (as appropriate), a step-by-step final report requirements list to ensure successful project completion, and a PowerPoint reporting template for ease in presenting project information to management.

3. **Train-the-Trainer**. Juran staff is available to "Train-the-Trainer" by coming on-site to train your professionals in the proper use of the workshop materials and help your professionals learn best practices to teach others with the materials.

4. **Juran's e-Lifeline Membership** for up to six of your trainers. This web-based portal has two important features. The first is it gives you access to tools, templates, presentations, case studies, and research on important operational excellence topics. The second is it provides direct email access to our Master Black Belts and trainers to answer questions on any topic related to the services we provide.

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Licensing Options
We work with organizations to create a licensing strategy that fits their budget, timing, and quality goals. Some organizations bundle more than one product into the license, thus ensuring a consistent curriculum approach. Other organizations elect to "jump start" the license with training and coaching support from Juran. Still others arrange for periodic reviews from our consultants to assess and fine-tune their progress.

Juran has the capability and willingness to adapt and customize our training materials to meet your specific needs. For example, we have word processing and graphic redesign capability, optional foreign language translation, and content customization capability, including the ability to conduct focus groups, videotaping, and multimedia events.

Working with you, we are able to develop and insert specific examples. We also have complete flexibility in tailoring, including or excluding, specific topics in the overall material.

To accomplish this, a client representative works with the Juran Product Development Department to scope the changes to the training materials. We will create a plan including responsibility, timelines, and topics to be edited. Upon approval of the scope, fees are determined and an agreement is issued.

Program Details
Juran training programs contain superior, academic, and professional content complemented by industry specific examples. Our ANSI accredited program development follows the ANSI/IACET 1-2007 Standard, ensuring development and implementation of high quality CE/T programs. Our training provides the knowledge organizations need to measure the results of their customer-focused performance excellence programs, thus providing quantifiable value.

Popular programs available for licensing include:

Lean Value Stream Management including 5S and Rapid Improvement (Kaizen) Events
Lean & Six Sigma DMAIC
Root Cause Corrective Action
Six Sigma DMADV

Please contact Juran for more information at 800-338-7726 or at tina@juran.com.

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