

Define

Measure

Analyse

Improve

Control



DMAIC Stage	What happens
Define	We meet with your team to understand the current challenge, why it matters and what you want to achieve. Together, we agree the project scope and how success will be measured.
Measure	We look at what is happening today and gather the data needed to establish a clear baseline. Together, we review what we have found and confirm the success criteria.
Analyse	We use the data to understand what is causing the problem and decide what needs to change. We then develop and agree the right solution to trial.
Improve	We trial the proposed solution and measure the results. By comparing these with the baseline, we can confirm whether it delivers on the success criteria we agreed.
Control	Once it has been proven, we agree how the solution will be implemented. We then monitor and review performance to make sure the improvement is maintained.

What financial or operational impact does this project have?
Who has the final commercial authority?
What are you judging us against?
How does this actually get approved?
Why would you change from what you are doing today?
Who is leading this project within your company?

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