



## Wisdom on the Green: The Six Sigma Business Strategy Explained Through the Metaphor of Golf

**AUSTIN - May, 2001** - Business books normally read like textbooks - straightforward with little emphasis placed on the development of context. Without context, the explanation of the Six Sigma business strategy would be very difficult to introduce to business professionals. Six Sigma is a methodology for pursuing continuous improvement in customer satisfaction and profit. This unique approach goes beyond defect reduction instead placing emphasis on business process improvement.

***Wisdom on the Green: Smarter Six Sigma Business Solutions*** (2001, Smarter Solutions, Inc., ISBN#0-713222-0-1, \$16.95) introduces in common language and in novel format how to improve your business bottom line, decrease cost, reduce cycle time, and increase sales, explained through the metaphor of golf.

Co-authors Forrest Breyfogle III, David Enck, Phil Flories and Tom Pearson ingeniously describe four friends who, during their weekly golf game, discuss their respective work problems and discover the benefits of the Six Sigma Business strategy. The game of golf is used to introduce Six Sigma in two ways. The first is to use the golf course setting to contextually illustrate how executives and managers communicate. Secondly, the authors look at golfing as a process that can be improved upon, not unlike a business process that needs improvement.

The principles ***Wisdom on the Green*** teaches can be readily applied to a variety of industries not traditionally associated with Six Sigma. This is achieved by placing emphasis on improving strategic plans instead of focusing on defect reduction. The Smarter Six Sigma Business Strategy associates its applications to real-world business metrics such as cost reduction, inventory control and increasing sales. Simply stated, this book helps businesses conduct business more effectively.

Forrest Breyfogle III is the founder of Smarter Solutions, Inc., and international training firm that helps organizations save money and increase revenues by formulating business solutions through the application of Integrated Enterprise Excellence. David Enck, Phil Flories and Tom Pearson also serve as Six Sigma



## News Release

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Master Black Belts and instructors. Smarter Solutions conducts both on-site and public training sessions throughout the world. ***Wisdom on the Green*** is the fourth book Breyfogle has authored/co-authored on the business applications of the Six Sigma strategy. For more information on Breyfogle or Smarter Solutions, Inc., please contact Smarter Solutions.

Smarter Solutions, Inc. is a highly-respected, international consulting firm offering a full complement of Lean Six Sigma consulting, coaching, public on/off-site training and certifications (including Master Black Belt, Black Belt, Green Belt, and Yellow Belt). Smarter Solutions aspires to be the best world-class firm for designing and applying innovative enterprise-wide performance measures and business solutions.

More information about Smarter Solutions, Inc can be obtained by visiting the company's web site at [www.smartersolutions.com](http://www.smartersolutions.com).

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