

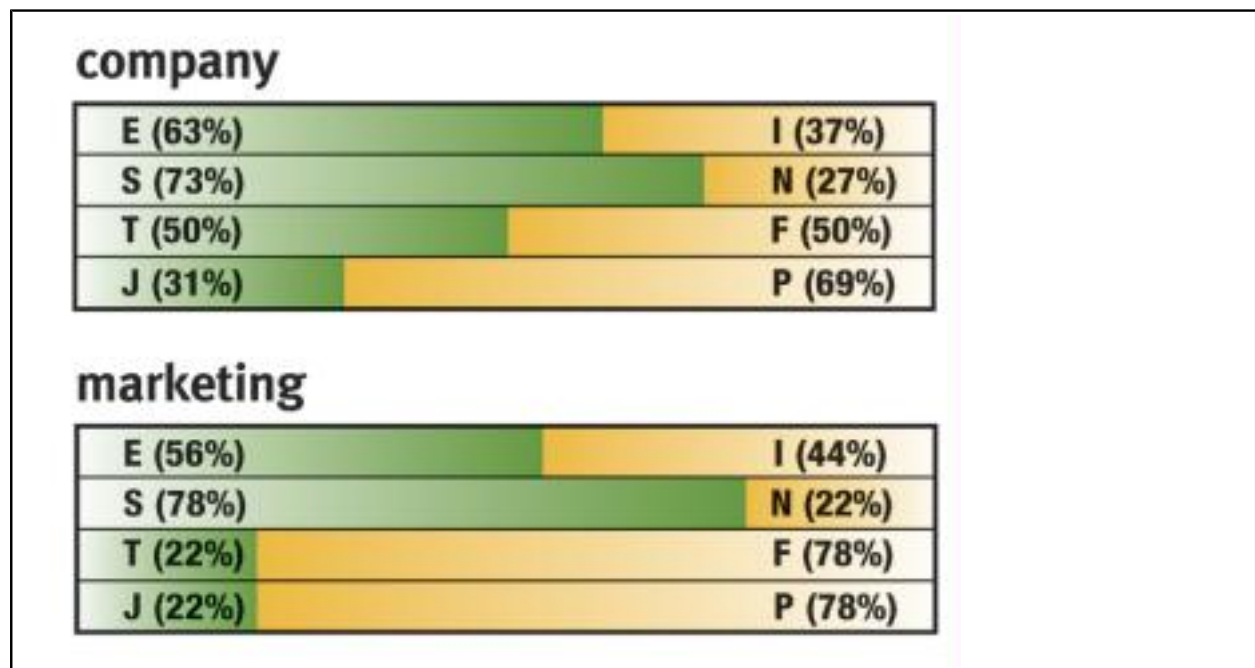
Six Sigma Meets Myers-Briggs

When LSI Logic decided to migrate its Six Sigma program from manufacturing and engineering to the marketing department, the decision-makers knew they were in for a challenge. Having underestimated the degree of difficulty in seeding the program in some of the more quantitative and analytical areas of the company, they wanted to make sure they had modified their approach to ensure success in the unique environs of marketing.

The approach involved a Myers-Briggs sort of personality survey in which associates from many parts of the company, including marketing, were asked to complete a questionnaire that would indicate their natural orientation along the four Myers-Briggs dimensions:

<i>Myers-Briggs Type Indicators</i>			
Extrovert	or	Introvert	
Sensing	or	Intuitive	
Thinking	or	Feeling	
Judging	or	Perceiving	

While there were many similarities, the findings highlighted some distinct differences between the marketing department and the rest of the company in a few key areas:



In particular, marketers were apparently more "feeling" than the rest of the company. In addition, the marketers were more slightly more likely to be "perceiving" than "judging," although the company overall was moderately skewed in the same direction.

Acting on this insight, the LSI Six Sigma team developed an introduction process designed to go a bit slower and eliminate much of the jargon surrounding Six Sigma, believing that this approach would allow marketing more time to "feel" comfortable with it and be less intimidated by the tools. The team

also recognized the need to take a more tactical approach in keeping with the company's perceptual leanings vs. the bigger strategic leaps that might be favored in a more "judging" culture.

