

# Invitation from ASQ Phoenix Section January 8, 2026 Virtual Webinar

**DATE:**

Thursday,  
January 8, 2026

## Adventures with AI: Turning Data into Insights

This is a virtual/online  
webinar via Zoom. Log-in  
information will be provided  
on the registration  
confirmation email.



**Time: 6:00 pm – 8:00 pm PDT**

(check website to confirm time)

**There is no charge for ASQ  
members or non-members**

**Advance registration is  
required for planning purposes  
and to receive RU credit  
following the meeting.**

More information about the  
Phoenix ASQ section is  
available [here](#).

### Kimberly Watson-Hemphill Firefly Consulting

There is an ever-growing demand for knowledge of AI across multiple industries. Professionals skilled in constructing questions and working with a wide range of data sources are needed now more than ever. AI can help drive cross-functional collaboration and data integration efforts for organizations.

This presentation will explore how generative AI can enhance quality practices through data analysis, visualization, and process improvement support. Current AI adoption trends in the workplace will be discussed as well as practical applications and how AI-based tools compare with traditional software.

A case study will illustrate how AI-assisted analysis helped identify excessive call wait times and measure the impact of process improvements.

The presenter will also review the potential benefits, challenges, and future plans for AI implementation across industries, highlighting both the promises and limitations of modern AI technologies.

***About the speaker:** Kimberly Watson-Hemphill, a globally recognized leader in the field of Innovation and Operational Excellence, founded Firefly Consulting in 2009. She is responsible for the vision, management, and long-term strategy of the company and is committed to driving high-impact, sustainable results for clients. Kimberly is frequently invited to speak on topics related to leadership and continuous improvement both nationally and abroad. She has authored several books and publications, including *Fast Innovation* and *Innovating Lean Six Sigma*. She is a Master Black Belt and a senior member of ASQ.*