



Advanced Business Process Management: Principles, Techniques & Methods for World-Class Performance

21 & 22 April 2008,
Hotel J.W. Marriott, Mumbai

24 & 25 April 2008,
Hotel Radisson GRT Chennai

28 & 29 April 2008,
Hotel Radisson, Delhi



Workshop Leader
STEVE TOWERS

- A hands-on practitioner with over 30 years of hands-on experience,
- He is one of industry's noted experts in BPM, CEM & Performance Transformation.
- Author of 4 books
- Received the "Lifetime Achievement Award for contribution to Business" at Gartners Annual Summit in 2007.

OVERVIEW: The Certified Process Professional (CPP) Program takes BPM Training to an entirely new level. This premier WORKSHOP is designed for those seeking professional skills in process management, process improvement, process alignment and innovation. The Advanced BPM/ CEM Methods and Techniques that Deliver!

- Uncover Process Improvement opportunities in just hours
- Identify Actions that will reduce process inefficiency by 30% to 60% within 90 days of deployment
- Delight your Customers (making them your biggest advocates) through Successful Customer Outcomes
- Innovate to compete, set the market trend and even dominate your industry

The Certified Process Professional program builds your competency in delivering these essential benefits in literally everything you do. Unleashing the power of process in your organization today.

CONTENT : A dynamic and comprehensive approach to creating and managing enterprise processes that deliver sustained high performance, encompassing the full range of management systems and practices. Content based on the experiences of hundreds of companies and the Bennu Group networks ongoing research.

RESULTS: Course attendees will learn how to:

- **Exploit** process management for triple crown* benefits with sustained high performance
 - **Develop** performance metrics for end-to-end processes
 - **Link** processes to enterprise business goal
 - **Coach** and align people for performance and process management
 - **Realign** people systems for a process environment
 - **Achieve** the tactical and strategic payoffs of process
- *triple crown = enhancing customer service, reducing costs and enhancing revenue concurrently

WHAT YOU GET

- 2 Days of instructor-led WORKSHOP by world recognized Coach
- Online Training package provides all materials and testing post event
- Certification as a Certified Process Professional (CPP) Levels 1 and 2
- Certification is Testing and Competency-Based : Insuring you have the SKILLS to DELIVER PROCESS IMPROVEMENT
- 1 Year's access to ALL Online Training system features and functions
- Simply the most ADVANCED TECHNIQUE for process improvement; typically producing extraordinary improvement results on processes in LESS THAN 90 DAYS

GLOBAL BEST PRACTICE

This hands-on workshop/seminar distills the remarkable patterns of those organizations that outperform the competition... time and time again. Learn what companies like Virgin, Zara, Fedex, Citigroup, Disney, Southwest, Apple and Best Buy already know.

His Partial Client List

Accenture	BT	Goldman Sachs	Riyad Bank
African Devpmt Bank	BUPA	Hallmark Cards	Roche Pharma
Allied Pickford's	Cable & Wireless	Hitachi Consulting	Royal Bank of Canada
Allstate Insurance	Capital One	HBOS	7-Eleven
Amgen	Citibank	IDS Scheer	Shell SKB
AstraZeneca	Citigroup	Kingfisher	GE-Smiths Aerospace
AXA	Compassion International	KPMG	Sonae Industries
Bank of Ireland	Cornhill Insurance	Lloyds TSB	South West Airlines
Bank of Scotland	DaimlerChrysler FS	MARS	Sun
Barclays Bank	DOD	Mortoff (Hungary)	Virgin Group
Booz Allen Hamilton	EDS	National Grid	Vodafone
Bristol-Myers Squibb	Egg (Internet Bank)	Price Waterhouse Coopers	Wells Fargo
Britannic Insurance	Eli Lilly	Prudential	Zurich International



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Course Outline

DAY 1

Apply process diagnostics to any existing process or service.

Understand and identify Moments of Truth, Breakpoints and Business Rules

Determine the magnitude of the Points of Failure performance factor and Causes of Work performance factor of the process.

Calculate the Points of Failure Causes of Work performance factors then graph it on the maturity Scales.

Identify Actions that can be taken to improve the process.

Identify Actions that will significantly reduce the process Points of Failure and Causes of Work of the process.

Identify Actions that can be completed in less than 90 days (often much less).

Analyze the Benefits versus Cost (resource/time/degree of change) for each Action

Clearly identify "low hanging fruit" – Actions that require minimal investment versus return

DAY 2

Determine the appropriate outcome of a process in respect to the customer by using the SCO (Successful Customer Outcome) Technique

Develop the current state process model

Learn outcome-based process modeling with the Process Activity List Technique

Learn how to model a process from different perspectives – including modeling the process from the customer's point of view

Learn how to conduct team Process Activity List modeling Activities

Apply process diagnostics to a customer focused (SCO) process.

Determine the Points of Failure performance and Causes of Work performance process factors.

Conduct the Risk Assessment on the Business and Customer including

Identify Actions that can be taken to improve the process.

RECENT TESTIMONIALS INCLUDE:

"Exceptional and life transforming. This training should be on every corporate agenda"

CIO Pharmaceutical, Florida, March 2007

I really enjoyed the course last week and really learned a lot. I feel I had a Eureka moment yesterday when the whole thing suddenly clicked into place. I remember you saying that once you grasp this then you will never look at processes in any other way. I am now actively evangelizing the CEM approach with our team. **Senior Analyst, Investment Bank, London, December 2007**

"I took BPM training back in December, and Steve Towers was the instructor. The training was simply fantastic, because Steve has that rare ability to connect with his trainees. Not only did I walk away from the training with a new perspective on Business Process Management, but I walked away with an invaluable analysis tool." **Senior Systems Analyst, Denver, 2007**

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ABOUT STEVE TOWERS

BUSINESS PROCESS & PERFORMANCE EXPERT

A hands-on practitioner with over 30 years of hands-on experience, Steve Towers is one of industry's noted experts in BPM, Customer Expectation Management and Performance Transformation.

Towers heads the Research & Professional Services network within Bennu BPM Group. He founded The BPM Group www.bpmg.org in 1992 and as CEO for 15 years developed the world's first and premier network for Process & Performance professionals.

As a recognized global thought leader he has helped pioneer through research and 'hands-on' exposure to the world's leading companies the evolution into Customer Expectation Management (CEM). 'Customer Expectation Management – Success without Exception' (2006) has established a new high water mark for organizations seeking to harness the benefits from process and performance improvement.

Towers leads from the front and works with leading global companies as a mentor, coach and sometimes consultant specializing in the implementation of performance improvement, process change and transformation. An inspirational speaker, contributor to leading journals and author of several books including

"A Senior Executives guide to BPR" (1994),

"In Search of BPM Excellence" (2004),

"Thrive! How to Succeed in the Age of the Customer" (2005) and

"Customer Expectation Management - Success without Exception" (2006) with Terry Schurter

Steve Towers is noted for his direct and pragmatic approach. He previously worked as a Senior Executive at a number of leading financial service organizations including Citibank where he led restructuring and business process transformation programs both in the US and Europe. He advises several boards and sits on the steering panel of the influential California based BPM Forum, a group of distinguished CXO's heading up Global 500 companies.

He received the "Lifetime Achievement Award for contribution to Business" at Gartner's Annual Summit in 2007.

WHO SHOULD ATTEND

Senior executives, operating managers, process owners, resource managers, members of process design teams and program management offices, functional managers, key front-line personnel, and everyone else with a stake in getting the most out of business processes.

Course Timetable

Registration	0900
Morning Session	0930
Morning Refreshment	1100
Course Resumes	1115
Luncheon	1245
Afternoon Session	1330
Afternoon Refreshment	1500
Course Resumes	1515
End of day	1645



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