

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

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 the BP Group.

Founded in 1992 (as a network to research and share advances in process change) and as CEO for 20 years Towers 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,

Enterprise BPM and Outside-In. His recent works have 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)
- "Outside-In The Secret of the 21st centuries leading companies" (2010)

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 Gartners Annual Summit in 2007.

He was entered into the "Enterprise Architects Hall of Fame" in Bangalore in 2010.

Steve lives with his wife Penny and family in England and the United States.

You can read of Steve's recent work at www.towersassociates.com

Testimonials at www.towersassociates.com/Testimonials.html

Visit the global not for profit network at www.bpgroup.org



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

A SEMINAR & HANDS-ON WORKSHOP ON THE EVOLUTION OF BUSINESS PROCESS MANAGEMENT



ALL MATERIALS & TOOLKIT provided electronically

CERTIFICATION ELIGIBLE
CERTIFIED PROCESS PROFESSIONAL (CPP)

OVERVIEW

This premier INTERACTIVE SEMINAR 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 programme 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 BP Group networks ongoing research.

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.

RESULTS

Course attendees will learn:

- understand the progress and development of BPM as the driving force behind business success
- how to exploit process management for triple crown* benefits with sustained high performance
- link processes to enterprise business goal
- coach and align people for performance and process management
- realign people systems for a process environment

**triple crown = enhancing customer service, reducing costs and improving revenue concurrently*

WHAT YOU GET

- An interactive WORKSHOP coached by leading Practitioners
- Certification is Testing and Competency-Based : Insuring you have the SKILLS to DELIVER PROCESS IMPROVEMENT
- Online Training package provides all the materials and testing post event
- One years access to all the training system features and functions
- Simply the most ADVANCED TECHNIQUE for process improvement; typically producing extraordinary improvement results in LESS THAN 90 DAYS

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Level 1 Optimise any Process

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

Level 2 Align Process for Success

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 Factor and Causes of Work factors.

Conduct the Risk Assessment on the Business and Customer including Identify Actions that can be taken to improve the process.

Level 3 Process Innovation

Understand and create the Process Innovation Landscape to completely redefine the way processes are operated.

Uncover the true potential of the process, and in doing so consolidate triple crown wins i.e. simultaneously reducing costs, improving revenue and enhancing service.

Establish the right measures for continued success and integrate these into corporate measurement systems e.g. balanced scorecard and strategy maps.



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DAY TWO

Develop the insights and techniques to align all processes with successful outcomes, and in doing so create the capability for the organisation to win the triple crown i.e. reduce costs, improve revenue and enhance service. Go beyond the triple crown into the Fourth Wave of BPM to way exceed the benefits derived from 3rd Wave approaches such as Six Sigma and Lean. Create the 'game plan' that reaches and convinces the Lead team for immediate success.

1. Understand the concept of Successful Customer Outcomes and review recent case studies of global champions.
2. Define Successful Customer Outcomes for any process, product or service.
3. Create the 7 step action plan for crafting Successful Customer Outcomes.
4. Develop the SCO mind map for any process, product or service.
5. Understand the substantive difference between customer wants, desires and needs.
6. Learn how to identify clearly customer needs and expectations (even when the customer doesn't know it themselves)
7. Understand Current and Future State Process Models
8. Develop a Current State Process Model – individual, team and enterprise wide.
9. Utilise CPP Level One skills (learned on Day 1) and the Advanced Process Management method to analyse the Current State Model
10. Assess the Risk factors (organisation and customer) identified in Current State Modelling
11. Develop the Risk Assessment Profile against a matrix of the 8 key factors that drive performance improvement
12. Prepare a Risk Assessment Profile that informs the Future State
13. Develop and substantiate an Action Plan to mitigate risks
14. Create a Future State Landscape
15. Quantify business benefits of the Future State (typically double digit improvements to costs, productivity, revenues and service within 90 days)
16. Prepare the means to integrate Advanced Process Management into the Strategic and Operational objectives of the organisation.



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DAY THREE

Understand and create the Process Innovation Landscape to completely redefine the way processes are operated. By alignment with Successful Customer Outcomes we will uncover the true potential of the process, and in doing so consolidate triple crown wins i.e. simultaneously reducing costs, improving revenue and enhancing service. Establish the right measures for continued success and integrate these into corporate measurement systems e.g. balanced scorecard and strategy maps.

1. Use Moments of Truth to build the Innovation Landscape foundation
2. Create the Process Innovation Landscape that can be used to support Strategic Goals
3. Uncover the untapped potential of the process to create market differentiation and market leadership.
4. Find the natural form of the process within the process
5. Create the Strategic Landscape of the process
6. Use the Strategic and Process Innovation Landscape to: Identify the best Tactical Action that can be taken on a process
7. Identify a Process Roadmap that takes us to a Market Leading position over time.
8. To leap the competition in a single bound (Superman Innovation)
9. Develop the principles to build an ongoing competitive Market Leader process profile that continuously resets the “market expectation.”
10. Create a Future State Landscape
11. Quantify business benefits of the Future State (typically double digit improvements to costs, productivity, revenues and service within 90 days)
12. Prepare the means to integrate CEMM and Advanced Process Management into the Strategic and Operational objectives of the organisation.
13. Compile the Plan of Execution

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Level 4 Process & Performance Management

Uncover Process Improvement opportunities in just hours

Align your Performance Management systems to achieve Successful Outcomes

Integrate Balanced Scorecard and Strategy Maps with advanced BPM

Create an ongoing Performance improvement culture enabled through BPM

Link Performance Metrics with individual scorecards

Ensure Metrics (Key Performance Indicators) reinforce and drive the delivery of business objectives and successful customer outcomes

Level 5 Bridging the Gap – Business & Technology

Create a framework to implement technology for innovative process improvements

Develop and reinforce business and technology alignment

Assess appropriate 'solutions' for varied business challenges

Implement a robust framework for solutions identification, introduction and assimilation into existing process architectures

Identify the skills and approach for best practice process technology delivery

Understand the BPM Solutions landscape to support future technology deployments

WHAT YOU GET

- Hands-on instructor-led WORKSHOPS by world recognized Coach
- All Materials electronically (for your own internal use) and online support
- Certification as a Certified Process Professional (CPP) Levels 1-5 (practitioner, professional and master)
- SIX Practical toolkits to use and takeaway immediately
- CEMMethod™ guidebook
- Copy of the latest book "Outside-In. The secret of the 21st century leading companies" (published 2010)
- Membership in the world's premier Process & Professional business club
- Unique one to one telephone support (dedicated telephone number)

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TESTIMONIALS

I just want to express my thanks to everyone involved in the past week, as I got so much out of our time. That goes not just for Steve and James, who both really helped me to think about process in new ways, but all of my fellow participants in the class. It was a great group, and I benefited from working with everyone there.

Brian LaCarrubba, Senior Business Process Analyst, Business Process Innovation, Great-West Life & Annuity, USA

"Thanks to you for a fantastic course ... I am an Outside-In fan now !"

Jimmy Cuadra, Director Information Management, Akzo Nobel Paints, Singapore

"I was struck with awe on the versatile yet practical experience that you shared. Thanks for the wonderful session on CPP this week."

Syed Raashid, Specialist, RasGas Co Ltd. UAE

"I would like to thank you for a wonderful experience for me to know the nuances of ABPM. Taking us to a new level on how to view processes & implement by way of sharing your wealth of experience and enlightning us with the case studies & exercises."

Director Quality Management Group, 3i Infotech Ltd., India

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

CIO Pharmaceutical, Florida

"Excellent - he is a very good leader"

Senior Quality Analyst, AEC, Saudi Arabia

"I want to thank you for the great content and coaching that you provided, the concepts resonated even more clearly when presented with your enthusiasm and experience."

Director, H&R Block, USA

"I really enjoyed last week and really learned alot. I feel I had a Eureka moment yesterday when the whole process diagnostics 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

The event was a stupendous success, you were just brilliant, with excellent valuable insights on customer experience transformation through process innovation!

Vijayalakshmi P.S, Global Practice Head, BPM Consulting & Solutions, Wipro

"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, Barclays Bank