



**Move Your Business Into
the 21st Century and
Watch it Run Efficiently
and Effectively With Less
Work From You**

Imagine a world of improved organization processes and business performance.

Yes, it really is something that can be done!



You don't have to feel so overwhelmed and under efficient. So many people feel frustrated. You want to make an impact in the world with the work you do. You want to implement necessary changes in your organization that will keep it up to date with the best companies in the world.

Don't think that you have to be side lined because your projects and programs are not having the success you desire.

The BP Group is a global not for profit business group that was founded in 1992. It was started because we wanted to **solve the problems** above that you are having. We wanted to **make in impact** in how businesses are run so that they are **efficient, make a difference and make money**, which is why they were started in the first place.

No one goes into their business or day just to get through it. If you do then you shouldn't be in the industry you are in. But I know that's not the case for you because if it were you wouldn't be interested in this report on how to improve your Business Process Management.

The mission of the BP Group is to help people **improve individual and corporate performance** through advanced process management. Some of the people that we help are C levels, senior executives and aspiring business process professionals.

In today's world we are connected with technology like never before. This shifts power from the corporation to the customer who now wants to do business 24x7. In order for your company to keep up you need to learn a pragmatic hands on approach to doing this that is delivered by people directly involved with trend setters.

In all industries, companies who understand this outside in concept of the 21st century are wiping the floor with those that don't.

Understanding and being able to apply the rules of the new game is a survival must.

This is a key turning point in your corporation's success and growth. A point that is **not out of reach for you** if you are ready to step up and move forward.

Business Process Management (BPM) is a holistic management approach focused on aligning all aspects of an organization with the wants and needs of the clients. It promotes business effectiveness and efficiency while striving for innovation, flexibility, and integration with technology.

BPM enables organizations to be more efficient, more effective and more capable of change than a functionally focused traditional management approach.



The goal of BPM is to reduce error and miscommunication. It is a way of looking at and then controlling the processes that are present in an organization and is an effective methodology to use in times of crisis to make certain that the processes are efficient and effective as this will result in a **better and more cost efficient organization**.

BPM is **not a onetime exercise**. It requires a continuous evaluation of processes and the actions being taken to improve the total flow of the processes. It is a pattern of analyzing, redesigning and modeling, implementing, monitoring, managing and automating. **Yes, the last one was automating!** That is going to help you to continue with what you have deemed works for you and keep it going on a regular basis.

The most work in this process is going to be trying to understand the current situation and then design and implement a better one. The best part of the process though is that everything is **aligned to your success**. If you are a new leader, new innovator, new thinker or catalyst for change you are going to want to jump on this train before it speeds away and you are left behind cleaning up the mess of an ancient thinking business.

With this new business order, only outside-in companies will thrive and be at the top of their game, knowing the secrets to continued success.



Let me challenge you a bit now. Think through the following questions and answer them honestly.

1. Have you been set aggressive process, performance and productivity improvement targets to meet?
2. Are you under severe resourcing and time pressures to meet the objectives being set by your executive leadership?
3. Have you delivered significant performance improvements in recent years and are now wondering what additional significant opportunities could possibly still exist?
4. Are you seeking professional confirmation of your skills and abilities?
5. Are you happy with how long it takes to deliver productivity improvements to outpace your competitors?
6. Does your business need to accelerate the pace of productivity improvement to outpace your competitors?
7. Are you interested in new approaches that could enable you to realize significant and sustainable process and performance improvements quickly?

These may have been tough to answer but in order to move forward you need to know where you are at now.

Are you ready for a next practice approach to process management?

Are you ready for your individual contribution to corporate transformation to be recognized?

Are you ready to implement immediate, substantive and sustainable changes?

Here at the BP Group we provide tried and tested approaches from people who have done it. We know that delivery, not theory is the thing that matters and we know that we can change the way business is done forever. **This is not a onetime wonder.** No, it is a process that is done over and over to continuously improve your success rate.

I'm sure at this point since you have read this far you are interested in the next step to develop the skills you need to help your organization directly meet the challenges of the 21st century through advanced process management.

I invite you to learn more now about The Certified Process Professional and Master Series.

This Series is the most advanced technique for process improvement; typically producing extraordinary improvement results in less than 90 days.



If you are ready to increase your revenue, reduce your costs and improve your service, you are ready for this series.

CPP takes BPM training to an entirely new level. It is delivered by BP Group Coaches and Partners across the globe and this premier workshop is designed for those seeking professional skills in process management, process improvement, process alignment and innovation.

You will be able to uncover process improvement opportunities in just hours in any process, big or small, identify actions that will improve process efficiency by **30-60% within 90 days of deployment** and **delight your customers** (making them your biggest advocates) through **successful customer outcomes**.

You will be able to innovate to compete, set the market trend and even dominate your industry!

The certified process professional program builds your competency in delivering essential benefits in everything you do, unleashing the power of process in your organization.

We deliver 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. Our content is based on the experiences of hundreds of companies and our ongoing research.

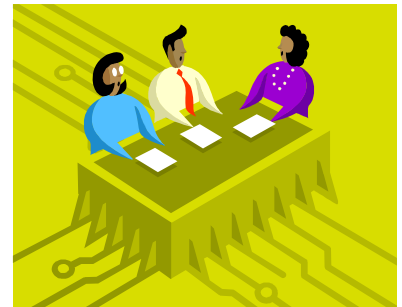
Through this series you will learn how to:

- **Exploit process management for triple crown benefits** with sustained high performance (triple crown = reducing costs, enhancing service and improving revenues at the same time)
- **Develop performance metrics** for end to end processes
- **Link processes** to enterprise **business goals**
- **Coach and align people** for performance and process management
- **Improve business performance immediately** (15-40% within 90 days)
- Establish a method to **sustain continuous improvement** (annual improvements 15-20%)
- **Achieve tactical and strategic payoffs** of processes

As a student in this series you will get:

- Hands on instructor led workshops by world recognized coaches
- All materials electronically (for your own internal use) with online support
- Certification as a Certified Process Professional (CPP) Levels 1-5 (Practitioner, Professional and Master)
- Six practical toolkits to take away and use 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 and Professional business club
- Unique one to one telephone support (dedicated telephone number)

Thought leadership and advanced process management thinking is the way for you to achieve immediate and sustainable change within your organization through service improvement, cost reduction and revenue growth. You **can align all processes towards a successful customer outcome and gain access to the secrets of the 21st century's leading companies.**



Outside in business is experiencing a Copernican moment as we make the global transition to a customer/citizen centered model for life and business. It is radically transforming business and social relationships.

BP Group principles, partners and associates are actively involved in leading and mentoring transformation programs in global companies. With a comprehensive range of advanced tools the difference is immediate and forever.

If you are interested in learning more or signing up for The Certified Process Professional and Master Series please visit our website at <http://www.bpgroup.org/certifications.html>.

We look forward to continuing to make an impact in how Business Process Management is done and in helping you to change your business to have success in the 21st century as well!

In the new business order you need expert guidance and support. The BP Group brings together experienced professionals to share and exchange information and services through our global network across 118 countries.

John Corr



President - BP Group
Board of Advisors
CPP Master

Managing Partner – City Process Management
Specializing in working with the leaders of service and technology businesses responsible for critical cost reduction, productivity and profitability issues.

Key business performance transformations include:

- Doubling the value of outsourcer Dendrite International from \$8 to \$16 per share within a year
- AOL Europe from \$600 million losses to profitability,
- AXA UK £100 million losses to profitability,
- Reducing AXA Shared Services costs by 25% (£38 million per annum)

Steve Towers



SVP & Founder
Chief Coach - BP Group
Board of Advisors
CPP Master

A seasoned practitioner with over 30 years of hands-on experience, Steve is one of industry's noted experts in BPM, CEM, Outside-In and Performance transformation. Steve heads the Research & Professional Services network within the BP Group.

Retained by the world's leading companies Steve has written five best-selling BPM books and frequently appears as a keynote and thought leader at global conferences.

*Group Manager -
Outside-In
Managing Consultant -
Towers Associates*

As a co-founder <http://www.bpgroup.org> in 1992 and CEO Steve developed the world's first and premier network for Process & Performance professionals. Now in 118 countries with membership of 65,000+