

22-23 March 2010, London

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Enterprise Level Business
Process Management
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*'Good speaker. Excellent expertise
and usability. Top conference!'*
Matthieu Maeselle, Process
Analyst, Belgian Railways

*'Provided extremely relevant and
pragmatic advice. Roger Burlton
has an excellent combination of
knowledge and experience.'*
Tim Taylor, Process Model
Manager, Ministry of Defence

*'Excellent overview of business
process management. (Speaker
was) very knowledgeable with lots
of examples based on experience'*
Corrine Thomas, Global Business
Analyst, Vodafone Group

Presenter



Roger T Burlton is the
co-founder of
BPTrends Associates,
founder of Process
Renewal Group and
the author of 'Business Process
Management: Profiting from
Process'. He is considered an
industry leader in the
introduction of innovative
approaches for organizational
change. He is recognized
internationally for his
contributions in Business Process
Management, Stakeholder
Analysis, Strategic Architecture
Alignment, Prototyping and
people based Project
Management Methodologies.
He is regarded as a realistic
practitioner, who delivers
pragmatic solutions for his clients.

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Enterprise Level Business Process Management

Roger Burlton

Overview

This seminar provides a comprehensive examination of the state of the art in Enterprise-level Business Process Management (BPM). It addresses innovations in managing business processes as assets of the enterprise. It focuses on the critical role that processes play in connecting the strategic objectives of the organization with its resources and with what people do every day. It is suitable for those with or without process experience seeking to learn a set of pragmatic practices packaged into a reusable method. The facilitated workshop sessions are highly interactive and ensure experience-sharing with other delegates. Built on lessons learnt from real companies, this seminar provides you with practices to deal with the real and tough challenges you are facing. Delegates will benefit from the experience and wisdom of the world leader on the topic. Roger Burlton's book, Business Process Management: Profiting from Success, will also be provided to all who attend.

Learning Objectives

- Understand what's new in strategic level BPM practices
- Be able to apply enterprise-wide and process-level techniques that are practical
- How to set up an internal pragmatic BPM Centre of Expertise
- Learn how to sell the Enterprise BPM value proposition and gain cross-organization acceptance
- Be able to develop a process architecture that is the foundation for planning, budgeting, organization design, compliance, change management, SOA and the introduction of breakthrough BPMS technologies
- See how to institute day-to-day process management and governance frameworks for continued progress

Seminar & Workshop Outline

The Foundation of BPM

- Business performance pressures: Time, Cost and Agility
- Integrity, Alignment and Traceability through BPM
- Strategy, Stakeholders and Process Maps
- BPM technologies
- An enterprise BPM methodology framework
- The fit of Six Sigma and Lean

Enterprise Strategic Intent and Stakeholder Analysis: The Why of BPM

- Using Business Objectives to aligning processes
- Stakeholder Analysis (Who Cares?)
- Vision, Goals, KPIs and Strategic Objectives (The Enterprise Criteria)
- Alignment and Change Criteria

Workshop: What are the strategic and stakeholder criteria for your processes?

Process Architecture: The foundation for enterprise governance and process management

- An asset lifecycle approach for developing your process architecture
- Using Frameworks and industry reference models
- Process scoping and enterprise process mapping
- Process / stakeholder alignment
- Using the architecture to handle compliance requirements

Workshop: What is your processes architecture map?

Process Organization, Measurement Systems and Governance

- A Process Governance Framework

- Ongoing Process Management up and down the organization chart
- The Matrix revisited: optimising process and functional structures
- Responsibilities and incentives for stewardship/ownership/ management
- Process-Managed Scorecards, Alignment and Traceability

Incorporating Information, Knowledge and Business Rules

- Cross-referencing Information to the Process Architecture Map
- Combining knowledge learning and process feedback
- Separating Business Rules from Processes for Agility

Aligning Enterprise Capabilities (Technological, Human and Facility)

- Process-Driven Enterprise Architecture and the Zachman Framework
- The Process Architecture as the foundation for Service Oriented Architecture (SOA)
- Business Process Management Systems (BPMS)
- Business Activity Monitoring (BAM)
- Technology Standards
- Human competency alignment
- Facility requirements

Prioritizing Changes and Establishing a Transformation Portfolio

- Value and performance-driven process prioritization
- Rationalizing existing initiatives
- Re-aligning budgets and resources
- Tools for Managing Process and Programme Knowledge

Workshop: What are your priority processes for renewal?

Leveraging Process Architecture into a Process Improvement Project

- Determining Process Vision, Goals and Objectives
- Scoping the Process Project
- Understanding process modeling standards, documentation and notations
- Gathering Information and Modeling the Current Process
- Analyzing the Current Process
- Redesigning the process: Innovation
- Modeling the 'To-Be' state
- Validating the design

Human Change Management: Perceptions and Politics

- Understanding concerns and fears of Executives and Staff
- A method and tools for navigating fear
- Incentives and evaluation systems
- A Communications strategy

Workshop: What are your Stakeholders' Concerns and how will you communicate to mitigate them?

Building a BPM Centre of Expertise

- BPM Support Services Catalog
- BPM support roles and required competencies?
- Gaining credibility and trust
- COE versus governance

Summary:

- Comparing your status to a Multidimensional BPM Maturity Model
- Critical Factors revisited

Audience

This BPM seminar is the global benchmark for enterprise BPM from the leader in the field. It is a must for Business and IT Strategists, Business and Systems Analysts, Executives, Managers and Professionals involved in process-managed organizations, process-based change, and automation of process solutions.

- Business and IT Architects and Analysts
- Business and IT Strategists
- CIOs
- Management and IT Consultants
- Change Management Team Members
- Business Process Management Teams
- Line of Business Managers and Executives
- Project and Programme Managers
- Quality Programme Professionals

Business Process Management Conference Europe 2009 27-29 September 2010, London

Pencil these dates in your diary now.

Registration Information

Registration Fees:

Full payment or a purchase order is due prior to the event. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (15%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

GROUP DISCOUNTS: For every 4 people from one company who register for the same event, at the same time, a 5th delegate may attend FREE! Please Note: We cannot offer any other published discounts / offers to those taking advantage of this group discount.

The registration fee includes the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

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Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event

12.30 – 13.30 Lunch 13.30 – 17.00 Event

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