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2011, London

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Business Analysis Series

Building and Using a Business
Process Architecture
28 Feb - 2 Mar 2011, London

Working with Business Processes
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Business Rules & Decision Analysis
Masterclass
24-25 March 2011, London

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*"Good speaker. Excellent expertise
and usability. Top conference!"*
Matthieu Maeselle, Process
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*"Excellent overview of business
process management. (Speaker was)
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Corrine Thomas, Global Business
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*"Provided extremely relevant and
pragmatic advice. Roger Burlton
has an excellent combination of
knowledge and experience."*
Tim Tayler, Process Model
Manager, Ministry of Defence

Presenter



Roger T Burlton is
the co-founder of
BPTrends Associates,
founder of Process
Renewal Group and
the author of 'Business

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. An exceptional
speaker, he has chaired several
high profile conferences
on Advanced Business and
Information Management around
the world, including the IRM's
annual BPM Europe event. To
date, he has conducted over
seven hundred seminars and has
presented to over fifty thousand
professionals. His seminars have
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Building and Using a Business Process Architecture

Roger Burlton

Overview

This seminar provides a comprehensive examination of Enterprise-level Business Process Architectures and their Alignment with other enterprise capabilities. It will deal with all the complexities of Business Process Management (BPM) at the strategic level of organizations. It emphasises the management of 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. In addition it also will cover how to use the architecture in process centric transformation projects. The facilitated workshop sessions throughout are highly interactive and ensure experience-sharing with other delegates.

Learning Objectives

- Understand what's new in strategic level BPM practices
- Be able to apply enterprise-wide architecture and process-level techniques that are aligned
- Be able to set up an internal pragmatic BPM Centre of Expertise that supports the models produced
- Learn how to sell the enterprise process 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
- Be able to use the architecture to accelerate process change projects and model development
- See how to institute day-to-day process asset management and governance frameworks for continued progress

Seminar & Workshop Outline

The Foundation of Enterprise Process Thinking

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

Enterprise Strategic Intent and Stakeholder Analysis: The Architectural Beginnings

- Business Strategic Intent to define and align 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 process architecture?

Process Architecture Models: The Foundation for Enterprise Governance and Process Management

- An asset lifecycle approach for developing your process architecture
- Using Frameworks and industry reference models
- Building a bespoke process architecture model
- Process scoping and enterprise process mapping
- Process / stakeholder alignment

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

Dealing with 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)

Audience

- Business and IT Architects
- Senior Business 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

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* (17.5%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

*As from 1st January 2011 VAT rate increase to 20%

GROUP DISCOUNTS: 20% discount for 5 or more registrations made at the same time. We regret that this offer cannot be used in conjunction with the Series Discount or any other 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.

UK Delegates: Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

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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

Mailing Information

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