It is logical.
It is practical.
It is comprehensive.
It makes sense.
It makes you think.
**It works!**

# No Magic Europe presents seminar

# BUILDING AND USING BUSINESS PROCESS ARCHITECTURE



No Magic Europe

No Magic Europe offers a unique opportunity to share experience with the world leader in Business Process Management (BPM) – **Roger T. Burlton**.
A practical seminar of business process architecture will deal with the complexities of BPM at the strategic level of organizations. The seminar:

- *Focuses on the critical role that processes play in connecting the strategic objectives of the organization with its resources and with the work that people and technologies do every day;*
- *Emphasizes management of business processes as valuable assets of the organization;*
- *Provides a consistent approach on how to leverage process architecture in process centric business transformation projects.*

**DATE:**
**October 15-16, 2012**

**PLACE:**
**Vilnius**

**PRICE:**
**2990\* LTL + VAT**
**866\* EUR + VAT**

Seminar is built on lessons learned, both good and bad, from real companies, real processes and real projects. It provides with the latest practices and exposes what successful process-centric organizations have learned about what works and what does not.

## ABOUT INSTRUCTOR

**Roger T. Burlton**, P. Eng., CMC is the co-founder of BPTrends Associates and the author of a pioneering book Business Process Management: Profiting from Process. He coordinated a global initiative to establish Business Process Manifesto, which was published recently.

Roger is considered as 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. Roger Burlton is regarded as a realistic practitioner, who delivers pragmatic solutions for his clients.

## TARGET AUDIENCE

Professionals involved in process-centric and business architecture oriented organizations, process-based change and automation of processes, seeking to learn a set of pragmatic practices packaged into a reusable methodology:

- *Business managers;*
- *BPM consultants;*
- *Business and IT architects;*
- *Business analysts.*

## BENEFITS

- *Anticipate and respond to changing business needs more quickly;*
- *Continuously manage processes as assets of the enterprise;*
- *Successfully define and manage an aligned program of change;*
- *Run more successful change projects and get all people to change with less hassle;*
- *Succeed by delivering visible performance improvements;*
- *Develop better models and clearer communications at all levels;*
- *Use a method that scales for both small and large organizations.*

# SEMINAR 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
- 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)
- Criteria for prioritizing process change

*Workshop: What are the strategic and stakeholder criteria for your process architecture?*

## Process Architecture Models: The Foundation for Process Management

- A stakeholder and 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 are your process lifecycles and architecture map?*

## 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
- Aligning IT capabilities

## Prioritizing Changes and Establishing a Transformation Portfolio

- Strategic outcome-driven process change prioritization
- Rationalizing existing initiatives

*Workshop: What are your priority processes for renewal?*

## Leveraging Process Architecture into a Process Improvement Project: Understand Process Project

- Determining Process Stakeholders, Vision, Goals and Objectives
- Scoping the Process Project
- Ensuring Traceability with the Architecture

*Workshop: Develop an aligned Process Scoping model and project charter*

## Leveraging Process Architecture into a Process Improvement Project: Analyze Process

- Understanding process modeling standards, documentation and notations
- Gathering Information and Modeling the Current Process
- Analyzing the Current Process

*Workshop: Model and analyze the current process*

## Leveraging Process Architecture into a Process Improvement Project: Redesign Process

- Redesigning the process: Innovation
- Modeling the 'To-Be' state
- Validating the design

*Workshop: Redesign the business process*

## Human Change Management: Perceptions and Politics

- Understanding concerns and fears of Executives and Staff
- Incentives and evaluation systems
- A method and for changing culture
- A Communications strategy

\* - early registration price valid until August 10, 2012. Regular price – 3450 LTL / 1000 EUR + VAT.