

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

**PLACE: Trakai**

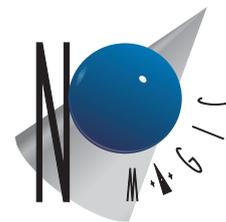
**PRICE:**

**3450 LTL + VAT**

**1000 EUR + VAT**

**No Magic Europe presents seminar**

## **A FRAMEWORK FOR BUSINESS PROCESS INNOVATION AND MANAGEMENT**



Many organizations today are struggling to be unique. They are trying to avoid becoming commoditized with little difference among themselves and their competitors. Consequently, their ability to be creative and harness innovation is more and more important. This seminar will provide professionals, managers and executives with an innovation-driven approach for managing their organizations and their business processes in a way that keeps them moving towards their vision. It will show how innovation is essential in all cross-functional work and in its management system. It will ensure that results of value to those we serve are not compromised by sub-optimized design. The central theme of this approach will be to balance ongoing visionary innovation and still be managed.

This seminar will focus on process innovation required to deliver significant performance breakthroughs. It will start with a challenge to the enterprise strategic intent, move to a reassessment of the relationships we have with our customers and other stakeholders, question and change our process architecture and measurement system and reassess our internal capabilities. It will make sure we invest in innovative solutions that will make the greatest difference. It will gain insight by looking into the current processes and employ some promising creative thinking approaches. It will examine innovation patterns, benchmarking, as well as new idea creation approaches and technology enablers that open the door for discontinuous innovation. It will also assure that these are feasible and can be implemented. This will be an active working seminar featuring several improvement and innovation techniques that delegates will apply in small group hands on working sessions.

*This working seminar is aimed at those professionals that bust come up with significant Business, Process, Performance improvements and all those that must conceive of, design and implement new ideas and concepts for how the business will run.*

### **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.

### **LEARN HOW TO:**

- ✓ *Become more creative*
- ✓ *Help your organization to go beyond continuous improvement*
- ✓ *Discover reusable innovation patterns*
- ✓ *Make innovation a manageable and structured approach*
- ✓ *Incorporate innovation into BPM and Business Analysis*
- ✓ *Convince management that Innovation does not have to be risky*

### **TARGET AUDIENCE**

- ✓ *Business Architects*
- ✓ *Strategic Planners*
- ✓ *Business Process Professionals*
- ✓ *Line of Business Executives and Managers*
- ✓ *Business Analysts*
- ✓ *Creative Thinkers from all over the organization*

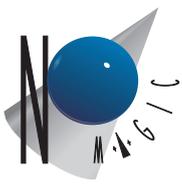
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## SEMINAR PROGRAM

	Day 1	Day 2
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9:00-9:30	<b>Introduction</b>	<b>First day recap</b>
9:30-11:00	<p style="text-align: center;"><b>The Innovation Landscape</b></p> <ul style="list-style-type: none"> <li>• The challenges faced by organizations today</li> <li>• Why business as usual is no longer business as usual</li> <li>• Episodic (Discontinuous) Innovation and Continuous Innovation</li> <li>• The role of the Value Proposition in Innovation</li> <li>• Examples of some companies' responses</li> </ul>	<p style="text-align: center;"><b>Innovation in Process Design</b></p> <ul style="list-style-type: none"> <li>• Leveraging Enterprise Level Process Knowledge</li> <li>• Defining the Process Project</li> </ul>
11:00-11:15	<b>Coffe Break</b>	
11:15-12:45	<p style="text-align: center;"><b>Enterprise Transformation Incorporating Innovation in Business Architecture</b></p> <ul style="list-style-type: none"> <li>• Renewing Strategic Intent and Strategy – The business motivation model and value proposition</li> <li>• Rethinking Enterprise Stakeholder Relationships and your Value Chains</li> <li>• Enterprise Process Architecture – Changing what we do and how we do things</li> </ul>	<p style="text-align: center;"><b>Understanding the Current State</b></p> <ul style="list-style-type: none"> <li>• Gathering and modeling current knowledge</li> <li>• Analyzing reasons for current performance</li> <li>• Comparing to Reference Frameworks</li> <li>• Benchmarking and research</li> <li>• Gaining insight for renewal</li> </ul>
12:45-13:45	<b>Lunch Break</b>	
13:45-15:15	<p style="text-align: center;"><b>Enterprise Transformation Incorporating Innovation in Business Architecture (continued)</b></p> <ul style="list-style-type: none"> <li>• Using performance management as the innovation driver and monitor</li> <li>• Discovery and Alignment of Innovative Enabling Capabilities</li> </ul>	<p style="text-align: center;"><b>Innovating the Process Design</b></p> <ul style="list-style-type: none"> <li>• Gathering innovation ideas</li> <li>• Consolidating all sources of inspiration</li> <li>• Applying creative concepts</li> </ul>
15:15-15:30	<b>Coffe Break</b>	
15:30-17:00	<p style="text-align: center;"><b>Prioritizing Processes for Renewal</b></p> <p style="text-align: center;"><b>Developing an Innovation Program of Change</b></p> <p style="text-align: center;"><b>Managing by Process (MbyP)</b></p> <ul style="list-style-type: none"> <li>• Organizational Options for Process Management</li> <li>• Developing and Aligning the Measurement System and Scorecards;</li> <li>• New Roles and Competencies for Managers and Executives</li> <li>• Governance over Performance and Change</li> <li>• Some examples of Process-centric management systems</li> </ul>	<p style="text-align: center;"><b>Innovating the Process Design (Continued)</b></p> <ul style="list-style-type: none"> <li>• Applying More Creative Concepts</li> <li>• Validating the new concept</li> </ul> <p style="text-align: center;"><b>Summary</b></p> <ul style="list-style-type: none"> <li>• The Role of Governance and the CoE</li> <li>• Controlling Innovation</li> <li>• Providing an Innovation Support Service</li> <li>• Wrap Up</li> </ul>