Learn From the Best

Joe Cirafesi is a Process Management consultant and instructor for Orion Development Group. Prior to joining Orion, Mr. Cirafesi spent more than 20 years at Air Products and Chemicals where he has helped the company evolve into an internationally recognized benchmark for excellence in cross-functional process management. Mr. Cirafesi received his BA in genetics from Cornell University and an MBA from the Smeal College of Business at Penn State. He is a Certified Management Accountant.

Ralph Smith is Vice President, Strategic Services for Orion Development Group. In this capacity, he is responsible for facilitating the implementation of strategic plans and strategic measurement systems for clients in all sectors. Mr. Smith has personally supervised the performance improvement efforts in more than 100 organizations worldwide. He is the author of the highly rated text Business Process Management and the Balanced Scorecard. Mr. Smith has a Masters degree in Operations Research from the Georgia Institute of Technology and a Bachelors degree in Mathematics and Statistics from the University of Georgia. He is a member of ASQ.

EARLY BIRD SPECIAL
Save $300 per seminar if you register three weeks prior to the seminar date.
Process-Driven Competition

Enterprise Process Management
December 8-9, 2015 • Lansing, MI
June 7-8, 2016 • Lansing, MI

More than 15 years after Michael Hammer first promoted the process-centered organization, advances in technology and in the fields of business analysis, enterprise architecture and BPM have made the effective management of business critical cross-functional processes a realistic goal.

Learn how to:
• Create the business architecture to manage across silos
• Identify core processes and the measures you will use to manage them
• Coordinate cross-functional efforts to focus on strategic objectives and customer satisfaction
• Launch strategic process optimization and redesign projects
• Facilitate cross-functional understanding of process management necessities

SEMINAR OUTLINE
Making Process Excellence Sustainable
• The 3rd and 4th Waves of BPM
• Why process excellence endures in some organizations

Process-Focused Organization
• The business case for change
• Systems thinking and Enterprise Architecture
• Building the process blueprint
• Re-aligning management

Managing Across Silos
• Process governance and BPM structures
• Process Owners and Managers
• The role of technology (ERP, BPMs)
• Using cross-functional KPIs

Cross-Functional Excellence
• Identifying opportunities
• Championing projects
• Focusing on holistic ROI

Creating a Process Culture
• Overcoming politics
• Getting everyone involved
• Maturity models

WHO SHOULD ATTEND
These seminars are intended for practitioners and leaders who are already familiar with business process improvement or Lean Six Sigma and who are ready for the next level of skills that will deliver superior, enduring business results. You will benefit most from these seminars if you are a:
• Senior manager who needs to optimize cross-functional collaboration and performance
• Process Owner and/or Process Manager
• Process or Enterprise Architect
• Business Analyst
• Consultant or enterprise IT professional
• Change agent
• Leader of Six Sigma or process improvement initiatives
• Manager who needs to work across silos to improve customer satisfaction
• Professional who is pursuing CPBP® certification from the ABPMP

The instructors for these seminars are from Orion Development Group, an ABPMP Registered Training Provider. ABPMP members are entitled to discounted registration fees.

Process-Driven Competition
December 10-11, 2015 • Lansing, MI
June 14-15, 2016 • Lansing, MI

Business processes are your organization’s tactical mechanisms for creating customer value; they should also be unique sources of differentiation that provide a competitive edge. Properly aligned business processes not only execute strategy, they create new opportunities for strategic success.

You will learn:
• How to use process improvement to reveal the strategic potential of business processes
• Four techniques for leveraging process excellence to expand market share, strengthen customer relationships, enter new market segments and create new revenue streams
• How to use Strategy Maps and the Balanced Scorecard to deploy process-oriented strategies
• Assure day-to-day operations align with your strategic plan

SEMINAR OUTLINE
• Building a sustainable competitive advantage via Process
• Assessment – Identifying Strategic Process Strengths and Weaknesses
• Types of organizational strategies
• Identifying core processes and strategic capabilities
• Using process analysis tools to identify SWOTs

Process-Focused Strategy Process → Strategy
• Process leveraging techniques
– Process extension
– Market extension
– Enterprise creation
• Selecting a strategy that best capitalizes on your distinctive process capabilities and unique value chain

Building a Strategy Map
• Linking key objectives workshop
• Identifying strategic process initiatives

Implementing Strategy Through Process Management
Strategy → Process
• Developing operational plans that will achieve strategic objectives
• Selecting strategic process measures
• Executing strategy via process management

Sustaining the Competitive Edge
• Managing the process life cycle
• Maintaining the link between Process and Strategy

“Without doubt... processes are the source of ‘firm-specific’ special competence that makes the competitive difference.”
Peter G.W. Keen
The Process Edge