“The purpose of business is to find and serve a customer. Therefore, any enterprise that hopes to succeed long-term must infuse knowledge of the customer into its people, processes and strategy.”
Design Thinking & Customer Experience Transformation

Building Lifelong Customer Relationships through Innovation

**September 20, 2018**

Design Thinking has been touted as the new strategic Holy Grail that will unlock new market share, wallet share and long-term relationships. Many are chasing design-driven customer experience transformations; few have reached the promised rewards.

Transforming your organization requires more than a technology silver bullet. It requires an enterprise-wide approach that considers changes in strategic planning, business processes, culture and performance metrics. **Design Thinking & Customer Experience Transformation** will show you how to demonstrate proven principles and a roadmap you can use to:

- Evaluate your organization’s strategic need for CX transformation
- Select improvement/innovation projects that will have the greatest impact on your success
- Understand the principles of design thinking in business
- Make your culture more customer-centric

Evolving Role of the Process Manager

Busting Silos in a Fast-Moving, High-Tech World

**October 18, 2018**

The role of the Process Manager emerged in the 1990s as organizations recognized the critical need to optimize the end-to-end processes that create and deliver value to your customer. Today, that role is even more important.

Technology has exponentially increased the speed of interactions. It has not, however, eliminated the silos in our organizations. **Evolving Role of the Process Manager** addresses the challenge of enterprise process management from both the organizational and personal perspective. In this seminar, you will learn how to:

- Create the 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
- Foster cross-functional understanding

**Registration Fee:** $595 per person.
**Seminars are in Lansing, MI** and include breakfast, lunch and seminar materials. Registration deadline is 2 weeks prior to the seminar start date.

**Series Discount:** Save $595 when you register for 3 seminars and get the 4th one FREE.

**Group Discounts:** Group rates apply when an organization sends more than 2 employees to the same seminar: 10% for 3-4, 15% for 5-9, and 20% for 10 or more. Contact Sally Vescolani for more information.

**Enrollee Cancellations** will be accepted when made at least five business days prior to the seminar and may be subject to a $100 processing fee.

**TO ENROLL**

**By Phone:** 800-356-5705

**Online:** https://is.gd/msu1day

**By E-mail:** vescolan@msu.edu

**Questions:** Contact Sally Vescolani at (517) 353-5661 or email vescolan@msu.edu.

For full seminar outlines visit us online at:
Retaining and Managing Critical Knowledge

Protecting Your Assets from Turnover and Retirement

November 15, 2018

“Knowledge is the currency of the new economy.” And yet, essential, strategic, expensive knowledge is walking out your door every week.

In the Information Age, businesses must not only mitigate “brain drain”; they must make knowledge and process wisdom a true asset that can be leveraged across the organization.

Retaining and Managing Critical Knowledge will show you how to:

• Quantify your company’s turnover and retirement risk
• Leverage a process-oriented approach to share and retain knowledge
• Capture and communicate wisdom, not just tasks
• Generate stakeholder support for structured knowledge sharing
• Establish a model that’s easily duplicated and accelerates learning/productivity

Strategic Planning: Process-Based Competition

How to Leverage Process Excellence to Transform Your Competitive Position

December 12, 2018

Some of the biggest losers of the Lean/Reengineering/Six Sigma movements aren’t the companies whose implementations failed. They are the companies that made dramatic operational improvements that they failed to leverage for strategic advantage.

Process-Based Competition will show you how your company can convert operational excellence into a distinct strategic advantage. Learn how to:

• Capitalize on process innovation and improvement successes to reshape your value proposition
• Utilize Process Positioning and Blue Ocean techniques to identify process-driven opportunities
• Create a strategic plan that leverages your unique competencies
• Align measurement systems to support strategic, cross-functional process performance

https://execed.broad.msu.edu/open-programs/business-improvement/

Handicapped Accommodations may be requested by calling Executive Development Programs at 517-353-8711 at least two weeks prior to the seminar to ensure sufficient time to make arrangements. Requests received after this date will be met whenever possible.

ON-SITE TRAINING

Bring this training onsite for your improvement initiatives. Call Sally Vescolani at (517) 353-5661 to discuss how you can multiply the benefits of these seminars and save money by bringing this class on-site.