

Process Modelling Excellence

**An educational seminar that
will significantly improve your
Return on Modelling**

- > Does your organisation get **maximum benefit** from the significant time and money invested in business process modelling?
- > Do process models have a **positive impact** on the performance of your organisation, or are they just expensive artwork of dubious value?
- > Do you wonder if there are better ways to consistently develop **'good' process models**?

This one-day, tool-neutral seminar is a breakthrough experience for all process modellers and those who manage them. Developed by experienced modellers, this seminar gives practical advice and guidance on contemporary modelling best practice.

Organisations invest a lot of time and money in business process modelling. How can the maximum benefit be returned from that investment?

SEMINAR CONTENT

These Frequently Asked Questions will be answered for seminar attendees:

- How do I sell process modelling to rest of the organisation?
- How do I ensure the quality of process models?
- How do I find and nurture business drivers for modelling excellence?
- How do I maintain the good reputation of process models/modelling?
- How do I communicate the power and purpose of the models created?
- How do I gauge cultural readiness for process modelling?
- How do I create an effective process modelling community?
- Why do most organisations work on process models bottom up?
- How do I encourage people to embrace the process models?
- How do I explain modelling standards to non-modellers?

Those who attend this seminar will take away clear, practical guidelines that can be applied immediately for effective process modelling. They will receive the answers to the questions most frequently asked by modellers. They will also learn The 10 Things that organisations should do to enable successful process modelling initiatives.



THE SEMINAR AGENDA

- What is a model?
- Achieving the purpose of modelling
- Resolving The Modeller's Dilemma: balancing pragmatic, semantic, syntactic quality
- Designing and using modelling conventions
- Publishing models that communicate
- Process model release cycle management
- Reusing process models
- The role of process architectures
- Managing complexity
- How to enable successful process modelling initiatives

WHY ATTEND?

The Manager's Dilemma

"I am concerned about the time and effort going into process modelling. A picture might be worth a thousand words, but what if it also costs a thousand dollars? Are we building a business or a gallery?"

The Modeller's Dilemma

"How can I build useful, high quality models at the right level of detail and accuracy that will be used properly by the organisation?"

The User's Dilemma

"Why should I invest time in creating and maintaining pictures of what we do, time that would otherwise be spent in doing rather than drawing?"

Russell Ackoff (Professor of Management Science at Wharton) wasn't quite talking about business process modelling in 1981. But he could have been.

"Most corporate planning is like a ritual rain dance; it has no effect on the weather that follows, but it makes those who engage in it feel that they are in control. Most discussions on the role of models in planning are directed at improving the dance, not the weather."

It doesn't have to be like that.

Business process models can be a valuable asset. Process models, indeed repositories of many models, should be purposefully created, used and managed to maximise the Return on Modelling.

What is a "good" process model? Can we consistently achieve process modelling excellence across our organisations?

Based on decades of practical experience, this seminar examines the important issues of process modelling. Experienced modellers facilitate the sessions, giving participants practical guidelines that can be used immediately to consistently create better models.

Modelling, in all architectural perspectives, is driven by an increasing interest in process-based management, rapid increase in BPMS use, the complex needs of integrated EA modelling and process-based standards compliance requirements.

Answering 10 key issues makes this an important seminar:

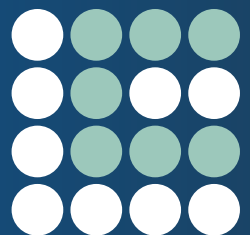
1. The purpose of modelling
2. The Modeller's Dilemma
3. Modelling compliance
4. Creating useful models
5. A Return on Modelling
6. Reusing process models
7. Process modelling conventions
8. Communicating with models
9. Release cycle management
10. Modelling a process architecture



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