



The BP Group Certified Process Professional® (CPP) Program (8 Levels) takes BPM Training to an entirely new level

Become a Business Process Professional (CPP Master®) through learning and experiencing the most practical, successful and proven toolkit for process change

For 2016...

> New Case Studies > 40+ takeaway techniques > 50+ help videos > Fully revised CEMMethod > CX Rating integration > All material provided > Dedicated Professional User Group > Ongoing webinars

Certified Process Professional™ (CPP Professional™) – Levels 1&2: 2 days
Certified Process Professional Master™ (CPP Master™) – Levels 3, 4 & 5: 2 days

The Certified Process Professional/Master difference

This premier series is designed for those seeking advanced professional skills in process management, process improvement, process alignment, customer centricity and innovation.

These are the Outside-In Customer Experience Management, BPM Methods and Techniques that Deliver!

- Uncover Process Improvement opportunities in just hours
- Identify Actions that will improve process efficiency by 30% to 60% within 30 days of deployment
- Integrate and Evolve Lean Six Sigma Outside-In
- Delight your Customers (making them your greatest advocates) through Successful Customer Outcomes and Customer Experience Management
- Innovate to compete, set the market trend and even dominate your industry
- Advance Net Promoter Score and Customer Satisfaction to the next level
- Release significant costs, improve revenues and enhance service immediately

The **Certified Process Professional®** program builds your professional competency in delivering these essential benefits in literally everything you do. Unleashing the power of process in your organisation today.

CONTENT

A dynamic and comprehensive approach to creating and managing enterprise processes that deliver sustained high performance, encompassing the full range of management systems and practices. Content based on the experiences of hundreds of companies and the BP Group (www.bpgroup.org) networks and partners ongoing research.



WHO SHOULD ATTEND

Senior executives, operating managers, process owners, resource managers, members of process design teams and program management offices, business analysts, systems analysts, Six Sigma belted people, Lean experts, functional managers, key front-line personnel, and everyone else with a stake in getting the most out of business processes.

RESULTS

Session attendees will learn how to:

- exploit process management for triple crown* benefits with sustained high performance
- integration with and evolution to Lean Six Sigma and BPM approaches
- develop performance metrics for end-to-end processes
- link processes to enterprise business goal
- coach and align people for performance and process management
- improve business performance immediately (15-40% within 30 days) and
- establish a method to sustain continuous improvement (ongoing annual improvements 15-40%)
- achieve the tactical and strategic payoffs of process

**triple crown = reducing costs, enhancing service and improving revenues at the same time*

WHAT YOU GET

- Hands-on instructor-led WORKSHOP by world recognized Coach
- All Materials electronically (for your own internal use) and online support
- SIX BPM Toolkits (comprehensive templates and resources) to 'take away'
- Certification as a Certified Process Professional & CPP Master (CPP) Levels 1, 2, 3, 4 (Practitioner, Professional and Master)
- CEMMethod(tm) and the associated SIX toolkits. 12 months license for distribution and updates
- Membership in the world's premier Process & Professional business club - Direct, Linked-In (private groups) and Google communities.
- Ongoing resources (videos, webinars, articles) and Annual Refresher (direct and via interactive webinar)
- Unique one to one telephone support (dedicated telephone number)
- Three best selling books
 - Hard and softcopy of Outside -In The Secret. Steve Towers book that kindled the flame of Outside In.
 - Electronic copy of The Foundations of Customer Centricity, James Dodkins
 - Electronic copy of The Process Tactics Playbook, Towers & Dodkins
- Simply the most ADVANCED TECHNIQUE for process improvement; typically producing extraordinary improvement results on processes in LESS THAN 30 DAYS



PRACTITIONER

LEVEL ONE – Advanced Business Process Management - Alignment to Successful Outcomes

Develop the insights and techniques to align all processes with successful outcomes, and in doing so create the capability for the organisation to win the triple crown i.e. reduce costs, improve revenue and enhance service. Go beyond the triple crown into the Fourth Wave of BPM to way exceed the benefits derived from 3rd Wave approaches such as Six Sigma and Lean. Create the 'game plan' that reaches and convinces the Lead team for immediate success.

- Understand the concept of Successful Customer Outcomes and review recent case studies of global champions.
- Define Successful Customer Outcomes for any process, product or service.
- Create the 7 step action plan for crafting Successful Customer Outcomes.
- Develop the SCO canvas for any process, product or service.
- Understand the substantive difference between customer wants, desires and needs.
- Learn how to identify clearly customer needs and expectations (even when the customer doesn't know it themselves)
- Understand Current and Future State Process Models
- Develop a Current State Process Model – individual, team and enterprise wide.
- Utilise CPP Level One skills (learned on Day 1) in conjunction with the Customer Expectation Management Method (CEMM) and the Advanced Process Management approach to analyse the Current State Model
- Assess the Risk factors (organisation and customer) identified in Current State Modelling
- Develop the Risk Assessment Profile against a matrix of the 8 key factors that drive performance improvement
- Prepare a Risk Assessment Profile that informs the Future State
- Develop and substantiate an Action Plan to mitigate risks

FROM PRACTITIONER TO PROFESSIONAL

LEVEL TWO – Advanced Business Process Management – Process OPTIMIZATION

Learn to Apply process diagnostics to existing processes, calculate points of failure, and identify actions that can be taken to improve them. Develop a structured approach accessible by everyone in the organisation to enable immediate and significant performance improvements. Create a sustainable operational and strategic method suitable for both dramatic and steady state improvements. Apply process diagnostics to any existing process or service.

- Understand and identify moments of truth, handovers and business rules
- Determine the magnitude of the points of failure performance factor and causes of work performance factor of the process.
- Identify actions that can be taken to improve the process.
- Identify actions that will significantly reduce the process points of failure and causes of work of the process.
- Identify actions that can be completed in less than 30 days.
- Analyse the benefits versus cost (resource/time/degree of change) for each action
- Clearly identify “low hanging fruit” – actions that require minimal investment versus return
- Apply process diagnostics to a customer focused (SCO) process.
- Determine the points of failure performance factors.
- Conduct a risk assessment on the business and customer including
- Identify actions that can be taken to improve the process.
- Review the various techniques and approaches to improving process (useful internal materials), and
- Understand and apply the Customer Expectation Management Method (CEMMethod v.10) as an Advanced and Enterprise Process Management approach



FROM PROFESSIONAL TO MASTER

LEVEL THREE – Advanced Business Process Management – Process Innovation

Understand and create the Process Innovation Landscape to completely redefine the way processes are operated. By alignment with Successful Customer Outcomes we will uncover the true potential of the process, and in doing so consolidate triple crown wins i.e. simultaneously reducing costs, improving revenue and enhancing service. Establish the right measures for continued success and integrate these into corporate measurement systems e.g. balanced scorecard and strategy maps.

- Use Moments of Truth to build the Innovation Landscape foundation
- Create the Process Innovation Landscape that can be used to support Strategic Goals and Successful Customer Outcomes
- Uncover the untapped potential of the process to create market differentiation and market leadership.
- Find the natural form of the process within the process
- Create the Strategic Landscape of the Process
- Use the Strategic and Process Innovation Landscape to: Identify the best Tactical Action that can be taken on a process
- Identify a Process Roadmap that takes us to a Market Leading position over time.
- To leap the competition in a single bound (Superman Innovation)
- Develop the principles to build an ongoing competitive Market Leader process profile that continuously resets the “market expectation.”
- Create a Future State Model with the CEM Professional System
- Quantify business benefits of the Future State (typically double digit improvements to costs, productivity, revenues and service within 90 days)
- Prepare the means to integrate CEMMethod and Advanced Process Management into the Strategic and Operational objectives of the organisation.
- Understand Process Maturities and the use of the ORCA process audit approach.
- Articulate the challenge of Evolving Process in conjunction with the 8 Omega approach.
- Assess Process Maturity utilising various approaches including 8 Omega and ORCA.
- Compile the Plan of Execution

FROM MASTER TO ADVANCED MASTER

LEVEL FOUR – Advanced Business Process Management – Performance Management

We explore and make our own the territory of Performance Management. Advancing beyond legacy approaches we review case studies and through hands-on exercises understand the changed perspective from advanced process management. Specific items covered include:

- Align your Performance Management systems to achieve Successful Outcomes
- Integrate Balanced Scorecard and Strategy Maps with advanced BPM
- Create an on-going Performance improvement culture enabled through BPM
- Exploit process management for triple crown* benefits with sustained high performance
- Develop performance metrics for end-to-end processes
- Link processes to enterprise business goal
- Establish the BPM Scorecard for the Organization
- Integrate Performance Management with BPM to create sustained success
- Coach and align people for performance and process management
- Establish a method to sustain continuous improvement (annual improvements 15-20%)
- Harness process management to deliver successful technology deployments



FROM MASTER to ADVANCED MASTER **LEVEL FIVE – Advanced Business Process Management – Integration & Implementation**

CPP Level 5 brings it all together. Integration, we feature 'bridging the business IT divide' and integrating the sometimes disparate business functions into a cohesive 'Outside-In' delivery.

Specific items covered include:

Integration

- The very latest research and challenges associated with deploying BPM and CEM successfully.
Latest - Includes the SIX key questions you should ask when evaluating a business process management solutions vendor.
- Integrate your current technologies with the 'outside-in' business perspective
- Ensure the use of appropriate technology for delivering successful BPM
- Create a mutual alignment of business and technology to deliver success
- Create a framework to implement technology for innovative process improvements
- Develop and reinforce business and technology alignment
- Assess appropriate 'solutions' for varied business challenges
- Implement a robust framework for solutions identification, introduction and assimilation into existing process architectures
- Identify the skills and approach for best practice process technology delivery



Recent Testimonials

- I'd like to express my gratitude for the wonderful session you've conducted at Batelco. We've had some very positive reviews and will look into how we can take this initiative further...

Saud Albuainain, Training & Development Coordinator

Bahrain Telecommunications Company (Batelco),
Bahrain

I just want to express my thanks to everyone involved in the past week, as I got so much out of our time. That goes not just for Steve and James, who both really helped me to think about process in new ways, but all of my fellow participants in the class. It was a great group, and I benefited from working with everyone there.

Brian La Carrubba, Senior Business Process Analyst, Business Process Innovation, Great-West Life & Annuity, USA

We held our outside in session last week focusing on a critical process for bank customers. We had a really fantastic session - not only did we walk away with the deliverables we needed, but people had a lot of fun too! Thanks again for the training session. It was one of the most valuable and enjoyable sessions I have attended!

Sharon Laemle Naya, Senior Vice President, Business Process Reengineering at Citi, USA

Steve led the best training sessions I have ever taken in my 20+ years as a professional. After those sessions, I was able to have immediate impact on my organization. Steve is a very sharp, personable, interesting individual, and a real pleasure to work with. I continue to remain in regular contact with Steve and consider him an invaluable resource on BPM and on change management in general.

Mark Barnett, Senior Vice President, Process Design at Bank of America, USA

- Thanks for your time and the fantastic course, delivered in Auckland recently. Looking forward to attending the CPP Masters in June - will see if I can bring some colleagues!!

Neal Ross, Chief Information Officer

Konica Minolta Business Solutions, New Zealand

In 2014 I attended the CPP Masters and it was a turning point for me in terms of managing and designing customer experience. The methodology is pragmatic and one that can really make a difference for the customer while increasing revenue, service and reducing costs. This year I have completed the CPP Champion level – it again exceeded my expectations and I have gained so much. I would recommend this programme to all organizations' that are pursuing customer centricity.

Kirsty Dare, Head Service, Retail Distribution CPP Champion®
ABSA, Barclays Towers West, Johannesburg, South Africa

After experiencing how powerful the CPP training was late last year I



recently engaged the BP Group (using the CEMMethod™) to redesign an entire end to end process within our business. We had varying levels of expertise in the room, and in 3 days we had completely redesigned our process, which now truly focussed on the right Successful Customer Outcome. The engagement experienced was exceptional and all of those involved said it helped them to be truly customer focussed and engaged in their work.”

Chris Wix, Head of Business Improvement, Business Management,

Business Banking, National Australia Bank, Australia

- Learning by doing and exploring up to date real-life outside-in initiatives of global companies is what the CPP course all about. This is my third course with the BP Group, and I have witnessed tremendous improvements to its content and delivery, and have never failed to leave amazed by the power of outside-in.”

Saud Albuainain , Deputy Chairman, CPP Master®

Youth Pioneer Society, Saudi Arabia

I was inspired by your "Outside In" philosophy and am looking forward

to using these concepts to improve processes across the Council and achieve our SCO.

Lili James | Manager Family Services CPP Professional®

Bayside City Council, Australia

Thank you once again for a splendid workshop.

I can assure you, your teachings will personally help me add more value to my organization.

Shahid Osmani DBA (Business & IT), CPP Professional®

Quality Expert – Strategy & Corporate Excellence Dept. Dubai Customs, UAE

Excellent presentation, clear and concise. Absolutely Gripping

Devendra Maisnam , Business Analyst, National E-Health Transition Authority

Thanks for what were excellent sessions last week.

I still find it incredible that in this conventional information and process rich world we live in that we can look at what we do in a slightly different but totally logical way and the picture changes dramatically.

Charles Bennett, Managing Partner & Project Director

IBS Publishing, UK

Thanks to you for a fantastic course ... I am an Outside-In fan now !

Jimmy Cuadra, Director Information Management,

Akzo Nobel Paints, Singapore

I was struck with awe on the versatile yet practical experience that you shared.

Thanks for the wonderful session on CPP this week

Syed Raashid, Specialist,

RasGas Co Ltd. UAE

I really enjoyed the work in Lisbon. The first presentation was very conceptual to me, and the specific examples and the second presentation created a "reality" context which changes the way I think of work and will impact my organisation in a fundamental way.

João Nuno Ferreira



Galp Energia - Planeamento e Controlo Corporativos - Sistemas de Informação, Lisboa - Portugal

Your class was the most enjoyable and valuable class that I have taken.

My indication of the value of a class is how much it changes my day to day thinking. Usually, I come out of a class looking for ways to use a new technique or tool in my day-to-day activities.

As I flew home, I pondered a new mind-set and approach in dealing with and helping customers, which is significantly more important than learning a new tool

Howard Cheng, System Consulting Specialist
FileNET Corporation, USA

Thanks again for the fantastic course and insights you provided.

Sean Schurmann, Business Process Architect,
Queensland Building Services Authority, Australia.

I wanted to tell you how much I enjoyed the book! It really helped tie together various concepts and practices. I have been evolving towards over a number of years, crystallizing them into a simple but powerful framework.

Steve Melville, Technology Director,
Oracle, USA.

Just a short note to say thanks again for the course. It was a truly mind blowing experience and I will never think about process the same way again.

Craig Reid, Senior Business Analyst,
Australia

“You are really ‘The Insight Compass’ for all BPM people, and we are lucky to have you offering guidance and help in this way.”

Haitham El-Ghareeb, Lecturer at Faculty of Computers and Information Sciences, Mansoura University

"I really enjoyed last week and really learned alot. I feel I had a Eureka moment yesterday when the whole process diagnostics suddenly clicked into place. I remember you saying that once you grasp this then you will never look at processes in any other way. I am now actively evangelizing the CEM approach with our team.

Senior Analyst, Investment Bank, London

Steve is an inspiring global thought leader in the Business Process Management (BPM) space. He is a creative visionary, working on the edge of breakthrough business change.

Kenneth Mortimer, Principal
MBA & Associates Ltd, Australia

The workshop is highly recommended for anyone who wishes to simplify and expedite processes thereby enhancing customer satisfaction. The speaker is immensely knowledgeable and demonstrates vast experience in the subject.

David Mulovhedzi,
DPSA (South Africa)

Very informed, interesting, competent with a Mastery over the subject of Advanced Business Process Management

Deepak Kadam, Lead Consultant, Sungard

Steve is a magician and magnificent leader.



Sameer Kulkarni, Process Consultant,
Tech Mahindra, India

"The CPP Master Class changed my mind to think differently Outside In. I learned CEMMethod® to improve process in order to achieve Successful Customer Outcomes (SCO)"

Ahmed G. Tealeb, Senior Software Quality Assurance Engineer,
Ministry Of Interior - State of Qatar

Just wanted to thank you again for chairing the PEX Week London conference so brilliantly. It's a pleasure to work with you.

Lucy James, Conference Director,
PEX IQPC, UK

Thank you once again for the truly Copernican learning experience that we had in June. Outside In is immensely appropriate here and so far our executives like the message.

Ernst Hertzog, Business Process Engineer
Operations, MEDICLINIC SOUTHERN AFRICA

The event was a stupendous success, you were just brilliant, with excellent valuable insights on customer experience transformation through process innovation!

Vijayalakshmi P.S, Global Practice Head,
BPM Consulting & Solutions, Wipro, India

Many thanks Steve for your coaching last week. I found it very enjoyable, fascinating and structured in equal measure. It is always good to attend courses with folks from other industries too, learning from each other's experiences for example.

Lawrence Wood, Principal Consultant – Services Middle East
Schlumberger Information Solutions

Thank you very much for the wonderful training, I really enjoyed it.

Nora Regina Alawneh, Manager, Organizational Excellence
Al Hilal Bank Head Office

The detail was very relevant and extremely well presented. Steve is a great communicator and spoke extremely well.

Paul Botes, Standard Bank

Bottom line, CEMMethod® is a to-the-point, straightforward, simple, and easy to understand method that will help us and our clients reduce process improvement project time, deliver value rapidly, and most important make our customers and their customers happy.

Jihan AISherif PMP, CPP-Master, CSSGB, NLP Certified

Brilliant Workshop. The speaker was awesome and gave great guidance on matters I am finding in the workplace.

Cindy-Lee Muller, Planning & Roadmap Manager, MTN (Pty) Ltd

The workshop is highly recommended for anyone who wishes to simplify and expedite processes thereby enhancing customer satisfaction. The speaker is immensely knowledgeable and demonstrates vast experience in the subject.

David Mulovhedzi, DPSA (South Africa)

...you've fundamentally changed the way I think about every process. And inspired me to try Outside-In (OI) in all walks of life.

The first two levels should be included in educational curriculums



(yes, even at the junior levels).

If everyone started applying OI, the world would be... where it should be.

Mahesh Mirchandani, CEO at BhumiTech

If you are looking to improve your own professional skills in business process management and business process improvement, then I would recommend the Advanced Business Process Methods and Techniques of the Business Process Professional programme by BP Group.

Stephen Nicholson, Certified Process Professional – Master, BPM Systems (see blog)

I had the privilege of having Steve Towers as my trainer when doing my Master Class in September. It was great having a coach/mentor of his caliber, he knows the subject matter intimately, he is passionate about what he teaches and has a wealth of knowledge and experience in the BPM field. I was in awe of his knowledge and his ability to disseminate the information the way he did. It took 2 days for me to get the 'AHA' moment but since then it has been amazing.

Jennifer van Wyk, Business Performance Solutions, South Africa

I would like to thank you for a wonderful experience for me to know the nuances of ABPM.

Taking us to a new level on how to view processes & implement by way of sharing your wealth of experience and enlightening us

Director Quality Management Group, 3i Infotech Ltd., India

"Exceptional and life transforming. This training should be on every corporate agenda"

CIO Pharmaceutical, Florida

"Simple and different concepts which is path breaking and easy to understand and deploy"

Director Business Consulting, Chennai

"Excellent - he is a very good leader"

Senior Quality Analyst, AEC, Saudi Arabia

"I want to thank you for the great content and coaching that you provided, the concepts resonated even more clearly when presented with your enthusiasm and experience."

Director, H&R Block, USA

"Having had a chance to read through all of the delegate feedback forms in full it has become apparent that your workshops in particular were amongst the most well regarded, so thank you once more."

VP EMEA GDS International

"I took BPM training back in December, and Steve Towers was the instructor. The training was simply fantastic, because Steve has that rare ability to connect with his trainees. Not only did I walk away from the training with a new perspective on Business Process Management, but I walked away with an invaluable analysis tool."

Senior Systems Analyst, Barclays Bank

"Steve is a true guru and mentor in the field of Business Process Management. What I've learnt from Steve and The BP Group in a short space of time has greatly benefited my understanding of advanced process management. Always accessible for advice, always campaigning to change how organisations view how they operate,



Steve is a real asset to the BPM community and long may it continue.”

**Theo Priestley, Head of Business Process Management,
Psingularity**

"We have collated the scores from the event and you came out as the most highly regarded."

Conference Producer, IIR International

“You are the tops! Everyone in the field should be exposed to the techniques experienced in this course.”

Director - Process Management, AstraZeneca

Good morning, Mr Dodkins. We wish to express our deep appreciation to your organization for the pro-active training service delivery. We specially appreciate your humanistic approach to issues while the five days' interaction lasted.

**Ibrahim Echu, Business Training Department, Industrial Training
Fund Headquarters, Jos, Nigeria.**

This was an incredible and stimulating workshop; I thoroughly enjoyed participating through the sessions

**Deepak Kadam, Senior Manager, COE-PPM, SunGard Global
Business Solutions & Technology**