



# The Certified Process Professional®

Programme Prospectus



Get Certified.  
Get Accredited.  
Get Noticed.





## The Global Accredited, Certified Process Professional Qualification

Launched in London in 2006 – Now licensed in 140+ countries with more than 145,000+ people qualified in the CEMMethod®

It is designed for people who need to practically understand process and customer centricity, harness the power of Process, organise around customer-centric principles, and become guides and Coaches for their organisations.

Delivered by [www.bpgroup.org](http://www.bpgroup.org) (est.1992) and 40+ global partners. There are four proficiency levels, each building on the other.

Ultimately, organisations should have CPP Coaches who can be licensed to Upskill their companies and partners. BP Group is an energised, cohesive community of ambitious business transformation advocates.

The Group's presence in the transformation landscape positions it at the cutting edge of innovation and change, steps away from the latest trends and key business and dynamic markets.

BP Group prides itself on open communication and team spirit. In fact, its alums frequently boast about it being one of the most amiable business groups.

The Group provides the space for everyone to succeed. It is committed to delivering first-rate mentoring, state-of-the-art thinking and practice for research and development, IT services, with strong coaching and mentorship support.

BP Group is not only a business community; it's a place where the experts get their hands dirty, are comfortable on the corporate ladder, and engage deeply in the business offerings. It's a network where one goes to support one another and build professional friendships for life.



**140K+**  
PROFESSIONALS

 **137**  
COUNTRIES

 **160** HOURS OF  
THOUGHT LEADING CONTENT

**LIVE ONLINE, IN THE ROOM, OPEN CLASSES OR CUSTOMISED IN-HOUSE PROGRAMS**



Standing out is essential in a competitive corporate world where strong process leadership is paramount. BP Group's Certified Process Professional qualification is not just a certificate – it's a powerful symbol of excellence. This certification propels you into an elite group of organisation influencers. Prepare to navigate complex governance landscapes and drive transformative change wherever your organisation and career takes you.



### **Achieve Certified Process Professional® (CPP®) Status**

With BP Group and our affiliates, you'll demonstrate a strong commitment to the highest process excellence standards. Externally evaluated by qualified Coaches and moderated by the Process Management Institute (PMI) and Academy of Customer Experience (ACE), our certification proves your commitment to excellence, giving you a clear advantage in transforming organisations and building your success.



### **A UNIQUE APPROACH**

Online or In the room

BP Group has been involved in customer experience for over thirty years and uses. This extensive experience identifies the critical abilities that distinguish standout industry leaders.



### **Microlearning**

You can rapidly absorb the lessons and use them in your daily practices through a distinct microlearning approach that breaks down detailed material into short segments. This certification process is designed to fit your needs, whether you prefer to learn online at your own pace, interact with others online, or participate in a traditional classroom environment.

This flexibility lets you control your learning journey, making it easy to incorporate into your timetable and targets.

**With BP Group, you're not just prepared for transformation—  
you are prepared to lead it.**

# Why Choose BP Group?

Advancing your career and organisation's success begins with the right certification. At BP Group and Affiliates, we provide more than just skills: we give you a distinct competitive advantage. Our programme is designed to set you apart with exclusive features, ongoing support, and unparalleled value.

## The BP Group Difference

Criteria	BPG CPP Accreditation	Other Global Providers
BPG Specific Content	✓	✓
Qualified Delegates	✓	✓
Globally recognised Qualification	✓	✓
Regular Content Updates	✓	✗
Graduation Events	✓	✗
Active Alumni Membership	✓	✗
Learning Management System (LMS) Access	✓	✗



# CPP MASTER® COURSE AGENDA

Real-World Leadership, Real-World Impact

## 1-2: Overview of the CPP Programme

Background and discussion of the Accredited Customer Experience program, its usefulness for individuals and corporations, the underpinning framework, and deployment methods.

## 3. Customer Categorization - CCAT (Exercise 1)

It is understanding the different types of customers and establishing a structure to categorise and prioritise them.

The objective is to enable the corporation to align its processes strategically and operationally to 'real' customer needs.

The need to understand the customer cannot be understated – without this, everything may be built on sand.

## 4. Outside-In Strategic Matrix - OISM (Exercise 2)

"The Customer Experience is the process" (Steve Jobs) was an early clarion call for organisations to shift their focus towards customer-centricity. The model to achieve this evolution is now codified and includes the OISM, which frames the current (process) state against the future (customer experience).

Our modules are delivered by experienced, internationally recognised Coaches and Process experts who bring cutting-edge insights to every session.



...and many more!

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### 5. Successful Customer Outcome Canvas - SCOC (Exercise 3)

Building a clear picture of the customer needs to be measured and aimed at the triple crown (simultaneously lower costs, higher revenues, and improved service) is the objective of the canvas. The SCOC helps to reveal operational and customer needs even when they don't know them!

### 6. CX/Process Diagnostics Part 1

It is a logical step to identify the causes of work and then fix them. Customer Interactions, in their entirety, are the fundamental cause of work. Where did they come from, and which organisations utilized their power? How can we use them to redefine everything across our processes, systems and people

### 7. CX Innovation - Transforming Processes and Winning the Triple Crown (Exercise 4)

Innovation from the Outside-In produces incredible results. You will learn an approach that simultaneously develops double-digit Cost Reductions, Service Improvements, and Revenue growth. Through a structured technique, the hidden gems of the customer experience emerge and can be balanced in either current or future states.

### 8. The Disruption Factor (Exercise 5)

Measuring and justifying the size of improvement is critical to gaining support for improving customer experiences. The Disruption Factor applies a formula based on the causes of work to demonstrate the percentage of improvement that can directly correlate with growing revenues, reducing costs, and enhancing service.



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### 9. Process/CX Diagnostics Part 2

The Customer Experience goes way beyond the perceptions and feelings of customers. To consistently deliver Successful Customer Outcomes, customer interactions must be connected to the people, processes and systems in the organisation. What are those connections, and what is their relationship to each other?

### 10: CX/Process Lifecycle - The ABACUS Framework (Exercise 6)

Systematically restructuring the Customer. Experience in delivering Triple Crown benefits (without exception) produces remarkable results. The mechanism, including the Customer Experience Lifecycle Management (CXLM), is part of that means to the end.

### 11. Connecting the Dots - The Customer Performance Landscape (Exercise 7)

Phrases like Disney's 'True North' talk about the connection of everything the enterprise (and its partners) goes through to a successful customer outcome. This can be articulated with the Customer Performance Landscape (CPL), showing business outcomes, customer outcomes, outputs, activities, interactions (external and Internal) with supporting rules, and digitisation. The exercise develops this model that provides a line of sight for everyone in the organisation to both the strategic objectives and daily operational activities that deliver them.

### 12: Transformation Launch Pad - Where to Start - North Star Alignment (exercise 8)

Aligning yourself and the organisation to the North Star. Nine fundamental questions will guide your thinking and practice at a day-to-day level to ensure your contribution is noticed and welcomed and the organisation systematically matures its Processes and Customer Experience approaches operationally and strategically.

### 13: CX Dashboard - Connecting the Dots - from the front line to the board room (exercise 9)

The customer-centric enterprise requires a measurement system that transcends old-style key performance indicators that tend to measure what is being done rather than emphasize the results and business outcomes that need delivery. The CX Dashboard operates from an individual level to the 'corporate view', capturing 100% of all real-time activity. Rather like flying a plane, the information presented in real-time allows immediate course correction for the complete enterprise.





# BPG Co-Founder & Chief Coach

Steve Towers



## Real-World Leadership, Real-World Impact

The BPG lead coach, Steve Towers, is an experienced business transformation leader with 40+ years of success in driving and achieving organizational goals in private and public sectors in various key 'C' leadership and top-level consulting positions.

He is recognised across several disciplines, including Business Process Management, Enterprise Architecture, Customer Experience, Objectives and key Results, and Lean Six Sigma.

An inspirational speaker with several Number One Best-selling books.

Steve previously worked for Citibank, leading restructuring and business transformation programs in the US, EMEA, and APAC.

Review Steve's profile: <https://linktr.ee/stevetowers>







I have to say, every day since I left Denver, I have been able to apply some bit of learning that I got during the ACXM event into not only my job, but my personal life as well. Thank you so much for everything that you've done to advance the field of customer experience!

**Brett Gill, Regional Sales Manager, Morrison Container Solutions, United States**



THANK YOU so much for a really wonderful learning experience.

This course provided a terrific holistic framework for how I can more richly think about MOTs. It's a terrific program that I'd recommend and encourage others to strongly consider!

**Jim Lecinski, Professor of Marketing, Kellogg School of Management, USA (former SVP at Google, where he invented the ZMOT and Micro-MOTs)**

An excellent course enabling the engineering of a great customer experience!  
**Gavin Smith, Continuous Improvement Lead, Industrial Development Corporation, South Africa**





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