

SEMINAR ENROLLMENT DETAILS

Seminar Location

Rutgers Public Safety Building
55 Commercial Avenue
New Brunswick, NJ 08901-1340

(Call for information regarding Jersey City location).

To Enroll

By FAX Fax your completed enrollment card to **732-932-4703**.

By E-MAIL ccpd@rci.rutgers.edu

By PHONE Call us at **732-932-1458**.

By MAIL Mail your completed enrollment card (including the registration #) to:
Rutgers, The State University of New Jersey,
Center for Continuing Professional Development,
55 Commercial Avenue, Suite 201,
New Brunswick, NJ 08901-1340

By WEB <http://ccpd.rutgers.edu>

Seminar Schedule: 9:00 a.m. to 4:30 p.m. each day

Seminar Fee: \$1295 per two-day seminar. The fee includes continental breakfast, lunch and breaks each day as well as all seminar materials.

Method of Payment: Payment is expected at the time of registration. Credit cards, purchase orders and checks are accepted.

Cancellation Policy: Enrollee substitutions are always accepted. Refunds, less a \$200 processing fee, will be given if cancellation notice is received at least 14 days prior to the seminar. Less than 14 days advance notice will result in forfeiture of entire fee.

Hotel Accommodations are not included in the seminar fee; however, lodging is available at the University Inn and Conference Center at Rutgers. For information and reservations, call **732-932-9144** and refer to these seminars for a special rate. Call 732-932-1458 x1 for information on hotel accommodations in Jersey City.

Accessibility: If you are an individual with a disability and will need an accommodation, please contact Margaret O'Donnell via email ccpd@rci.rutgers.edu, via phone **732-932-1458** or via fax **732-932-4710**, at least two weeks before the seminar date to request your accommodation.

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REGISTRATION DETAILS

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- November 18-19, 2009 • New Brunswick, NJ

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- December 1-2, 2009 • New Brunswick, NJ

Please type or print the following information. (Please use one copy of this form for each enrollee.)

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PROCESS INNOVATION



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To SURVIVE AND THRIVE, your organization needs both continuous and breakthrough performance improvements.

- **PROCESS MAPPING** will help you reduce costs and cycle times today.
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PROCESS MAPPING, MODELING & ANALYSIS

How to Streamline and Redesign Business Processes

An organization – any organization – is a collection of processes. These processes are the natural business activities you perform that produce value, serve customers and generate income. Managing these processes is the key to the success of your organization.

Unfortunately, most organizations – probably yours – are not set up to manage processes. Instead they manage tasks. Think about it. Isn't your company organized around functions (the manufacturing department, the x-ray department, the sales department, the customer service department)?

As a result, people tend to focus on "local" concerns instead of the "global" needs of process customers. Sub-processes evolve within departments without consideration of other functional areas. Layers of communication and management are created to ensure desired outcomes, thereby adding to costs and lengthening cycle and customer response times.

Inefficiency and waste become part of the system.

They rob your organization of profits, productivity and its competitive advantage. But, there is a way out.

Process mapping is a simple yet powerful method of looking beyond functional activities and rediscovering your core processes. Process maps enable you to peel away the complexity of your organizational structure (and internal politics) and focus on the processes that are truly the heart of your business.

Properly used, process maps can change your entire approach to business process management...and greatly reduce the cost of your operations by eliminating as much as 50% of the steps in most processes as well as the root causes of systemic quality problems.

PROGRAM BENEFITS...WHAT YOU WILL LEARN:

- Identify and understand your organization's true core processes
- Recognize and remove activities that do not add value
- Eliminate system flaws that result in poor quality
- Document processes for knowledge management or Business Process Management (BPM) initiatives
- View customer/supplier relationships and their impact on your system

SEMINAR OUTLINE

An Introduction to Systems Thinking

- The Evolution of Process Management
- Process Management Cycle: Seven Stages
- Traditional Management
- Systems Thinking
- Class Exercise: Select A Process To Analyze
- The System Model
- Creating A System Map
- Case Study Assignment

The Tools: How to Construct and Analyze Process Flow Charts

- Process and Workflow Diagrams
 - Top-Down Flow Chart
 - Block Diagram
 - Activity Chart
 - Work Flow Diagram
 - Cross-Functional Flow Chart
 - Business Process Management Notation (BPMN)
- When to Use Each Chart
- Class Exercise: Bubble Process
- Analyzing Process Flowcharts
- Class Exercise: Putting It All Together
- Process Measures
- Charting Tips

Implementation Guide: Getting Your Bang for the Buck

- Implementing Change
- Organizational Change
- Creating & Sustaining Organizational Change
- Managing Resistance to Change
- Implementation Strategy



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LEARN FROM THE BEST



Bob Boehringer is the Vice President - Process Management for Orion Development Group. He has more than 20 years of experience helping professionals improve quality and productivity via the implementation of organization improvement methodologies (i.e. TQM, Team-Based Problem Solving, SPC, Process Reengineering). Mr. Boehringer's clients have included Bowne, Citibank, ConEd, AOL, Microsoft, Pfizer, Warner Lambert, Becton-Dickinson, Aventis Pasteur, Pitney Bowes, US Navy, Fairfax County Government (VA), Dakota County Government (MN), and The Hartford Insurance Company. Mr. Boehringer has a BS in Mechanical Engineering from Cornell University and is a member of the American Society for Quality, Association for Quality and Participation, and Institute of Industrial Engineers.



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 to an internationally recognized benchmark for excellence in cross-functional process management. As a Human Resources Manager, Mr. Cirafesi helped lead major changes to the organizational structure and leadership teams from 1995 to 1997. As a Business Manager/Process Owner, Mr. Cirafesi was responsible for the ongoing management of the product development, innovation, bidding, customer engagement, engineering construction and start-up work processes. As a European Region Director, Mr. Cirafesi organized training and application of continuous improvement tools in 11 countries. These efforts improved profitability by 5% to 20% in various units. 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.

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INCOME TAX CREDITS

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PROCESS INNOVATION



How to Create and Deploy Breakthrough Ideas

Well-executed performance improvement initiatives usually deliver good short-term results...but what do you do after the low-hanging fruit has been harvested?

There are three enduring tests of a process change initiative. Did it:

- 1) Deliver results the customers care about?
- 2) Advance bottom-line or strategic goals?
- 3) Improve how we position our business in the marketplace?

In order to answer these questions positively, your organization must be able to do more than streamline operations: process innovation is essential. Innovation, when added to solid process management techniques, creates sustainable operational excellence, i.e. advantages in speed, value, quality or cost that are unique to your organization.

CREATE AND LEVERAGE PROCESS STRENGTHS

The tools and techniques of Process Innovation go beyond finding creative solutions to business process challenges; they provide the context and direction so that your organization's investment in process change yields meaningful and lasting returns.

PROGRAM BENEFITS... WHAT YOU WILL LEARN:

- Evaluate the business return of process improvement alternatives
- Think outside the "process box"
- Devise innovative process designs based on customer needs
- Leverage process excellence to foster growth
- Create a Strategy Canvas to assess the impact of processes on strategic position
- Plan for the practical and political realities of process change

SEMINAR OUTLINE

Improvement, Innovation and Strategy

I. The Business Case for Process Innovation

- Process change: Does the customer care?
- Measuring strategic process performance
- The process perspective of the Balanced Scorecard
- Improvement strategies: continuous improvement versus reengineering

II. Continuous Improvement Innovations

- Cause-and-effect / affinity diagrams
- Identifying necessary process changes

III. Reengineering Innovations: When Tweaking Will Not Suffice

- The Five Max method
- Process Extension
- Kano Analysis

IV. Strategic Innovation: Leveraging Process Excellence

- Market Extension
- Enterprise Creation
- Blue Ocean tools and the Strategy Canvas

Implementation

I. Organizing for Success

- Roles and responsibilities
- Project planning
- Team situation case studies

II. Behavioral Change

- Winners and Losers from Change
- Top Ten Facilitation Tips



Act Now! Enroll a team of key leaders for **Process Mapping, Modeling & Analysis** and **Process Innovation** today!

Process Mapping is part of our **Process Management Excellence Series & Certification**. Interested in the series or certification from Rutgers? Call us today at **732-932-1458 x1** or visit us online at <http://ccpd.rutgers.edu>