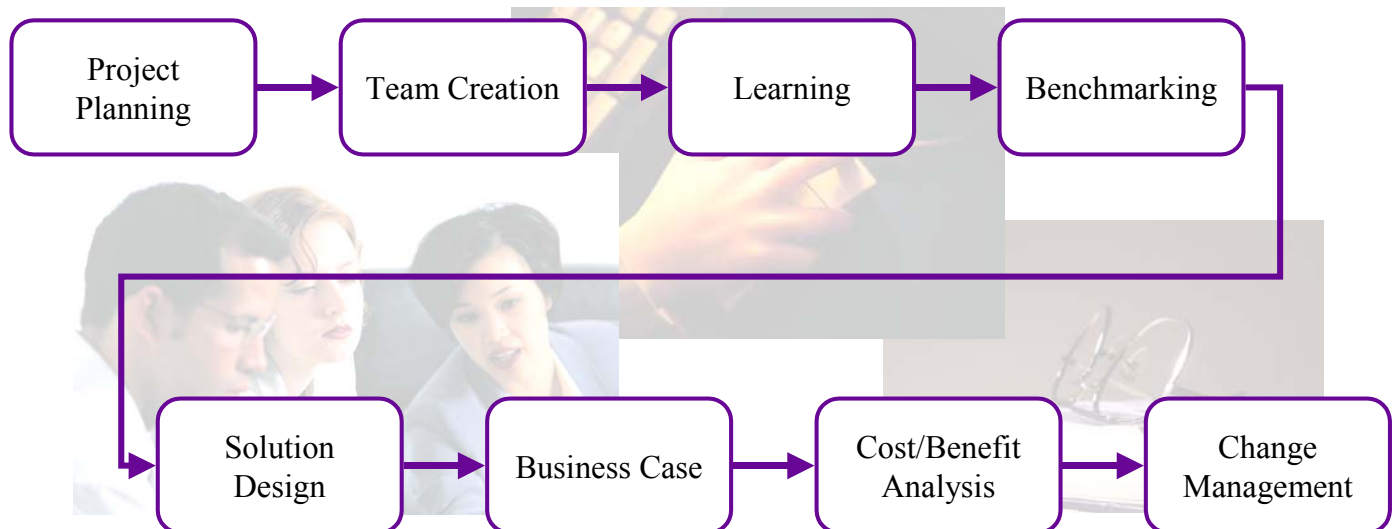




Business Process Design and Reengineering



"Right on for what our company was looking for -- an awesome program."

"The simulation and materials were excellent."

"One of the best seminars and workshops that I have attended ..."

Bring experienced executives to your team

Our executives bring the wisdom and knowledge to ensure success in your project.

JJ Johnson, Ph.D.

Since retiring as National Director of Training for AT&T, JJ is an adjunct professor at Colorado State and Regis Universities, instructing business management courses.

Jeff Hiatt

Jeff is the President of Prosci Research, and the author of *The Perfect Change*, *The Employee Survival Guide To Change*, the *Reengineering Toolkit* and co-author of *Winning with Quality* from Addison-Wesley Longman.

Jim Simpson

Jim was the Manager of Ford's North American Customer Relationship Center. He is a licensed Stephen Covey facilitator for the Seven Habits of Highly Effective People workshops.

Gene Sherman

Gene retired as President and CEO of PacTel in 1997, previously he served as VP of Sales and Marketing with Franklin Computer Corporation and President of Warner Amex Cable Company.

Learn from the experiences of over 1000 organizations

Over 1000 organizations share what has worked and not worked on their own projects to take the 'trial and error' out of your project.

Prosci Training instructs and consults using these field-tested methodologies developed from Prosci's research. Prosci is the recognized leader in reengineering and change management, and is the world's largest provider of reengineering toolkits and benchmarking information.

Acclaim for Prosci's *Employee's Survival Guide to Change*

"A much needed addition to every employee's toolbox! The first thing to reach for when faced with change. It's like hiring a 'personal coach' at a fraction of the cost"

- Madeleine Ashe
- Consultant, Vanguard Communications

Acclaim for Prosci's *Best Practices in Business Process Reengineering Benchmarking Report*

"Practitioners and lay-people alike can literally use it as a checklist to guide successful projects (or as a diagnostic tool for failing ones!)"

- Shannon L.
- Pepsi-Cola Company



Business Process Design and Change Management

The course is intended for **managers, project team members and consultants** who are implementing change within an organization. This program provides the **practical application** and **methodologies** for business process reengineering and change management. Taught by retired executives and university professors, this certified course is also eligible for **continuing education credits** through Colorado State University.

The course is based on a **business simulation** that allows you to learn in a hands-on environment. You will work on a **project team** and complete the same **deliverables** that would be required for a project in your company.

Building internal competency

When your reengineering course is over, your team will need more than a binder for their bookshelf. Yet many training courses end just that way. Our reengineering program is designed to build **internal competency** within your organization. You will gain conceptual understanding and leave the course with **hands-on experience** from solving **real** problems. Every 20 to 30 minutes of instruction is followed by exercises using **processes, templates, and checklists** that you can use over and over again, and *that bring the learning to life.*

Capturing what has worked for others (and avoiding the pitfalls)

Our courses are based on **best practices** from companies around the world, as well as the experiences of **leading industry experts**. Prosci is the leader in business process improvement research, and this knowledge is the basis for every course we offer.

Business Process Design and Change Management is a four-day program aimed at new project teams and organizations who need to learn **what has worked for other companies, and what pitfalls to avoid**. Lessons learned from more than 1000 companies from 44 countries are the basis for this program.

Business Process Design and Change Management

Leaving the course with the ability to take action

After this four-day session, you will be able to:

- ***Define*** the roles and composition of an effective reengineering team
- ***Write*** a project plan that engages top management in the process
- ***Select*** a reengineering methodology that capitalizes on best practices
- ***Learn*** from customers, employees, and other companies about breakthrough ideas
- ***Create*** a vision and design new processes, systems, and organizational structures
- ***Develop*** a compelling business case for change, and quantify costs and benefits
- ***Develop*** and implement a change management plan to address the human side of change

Acclaim from our past participants:

"It was fantastic."

"One of the best seminars and workshops that I have attended ..."

"The simulation and materials were excellent and provided a framework for applying this in my day-to-day work."

"Overall a great experience."

"Right on for what our company was looking for -- an awesome program."

Some of our customers include AT&T, Blue Cross of Idaho, Huber, Lucent Technologies, Blue Diamond Almond, Avaya Communications, Forum and Halliburton Energy Services and EarthLink.

Module 1 – Project Planning and Team Creation

Develop a complete project plan, select the right reengineering team, and develop an effective approach for your project.

- articulate key business issues and clarify project objectives
- gain buy-in from key business leaders
- define project scope from three critical dimensions
- create an effective team
- choose your reengineering methodology
- select and work effectively with outside experts

Module 1 contents:

Project Planning Templates and Tools

... help you plan your project and engage key business leaders in the process. The templates and tools help define project objectives and scope, and organize project activities. They provide you with powerful ways to communicate to others. Through our case study exercise, your team will uncover common pitfalls of starting new initiatives, and learn how to successfully launch a project.

Reengineering Team Guidelines

... show you how to pick the right-size team with the right members. The team creation worksheets help you define team member roles, and identify the right organizations to be involved in the project.

Methodology Selection Guidelines

... help you design the right approach for your project. You will learn what other companies are doing, and how to capitalize on best practices from these organizations (as well as how to avoid the pitfalls they encountered).

Consultant Selection Guidelines

... show you how to identify, interview, and select consultants for your reengineering project, and how to define consultants' roles. Find out when and when not to use consultants.

Project Readiness Checklist

... helps you assess the readiness of your team to begin reengineering activities.

Module 2 – Learning and Benchmarking

Make effective change by discovering the needs and issues of your customer, employees and technologies of change. Learn how others are addressing similar problems.

- build profound knowledge
- develop teams to research and document important information
- learn about employees and customers
- benchmark competitors and non-competitors processes and solutions

Module 2 contents:

Research methodology

... how to learn from your customers and employees, and how to learn about new technologies.

Organizing team learning

... develop and inform your team on how to gather important data to facilitate successful reengineering.

Benchmarking

... guidelines, tools and techniques to effectively learn best practices from your competitors and noncompetitors.

Reports

... templates and guidelines for developing effective reports to convey data to steering committees and fellow teams.

Module 3 – Reengineering Design

Create an effective vision and reengineer your processes, systems, and organizational structure.

- prepare your team for reengineering design
- move your team into the future and design a breakthrough solution
- organize and present your solution to key business leaders and your organization

Module 3 contents:

Design Preparation

... step-by-step instruction on how to kick off your reengineering team and fully prepare them for successful reengineering design.

Reengineering Design

... how to design new work processes, enabling systems and technology, organizational models, and job roles.

Idea Generation

... proven methods to generate breakthrough ideas and design new processes and systems, as well as how to gain organizational buy-in and communicate the critical elements of your solution to stakeholders, employees, and customers.

Breakthrough thinking

... exercises and activities to promote creative and successful reengineering design by breaking out of traditional thought patterns.

Module 4 – Business Case Development

“The Prosci Business Case module is an outstanding resource ... easy to understand and easy to apply. By going through this exercise, the team proposing reengineering will have guaranteed themselves a disciplined and thoughtful analysis that will satisfy them AND the senior management who must approve the reengineering effort.”

Jeanenne LaMarsh, Author of *Changing the Way We Change*

Using this approach, you will be able to answer questions like:

- what benefits might we have overlooked?
- what costs should we consider?
- how can we measure the success of our reengineering project?
- how can we communicate a compelling need for change?

Module 4 contents:

Business Case Template

... helps you decide what to put in your business case and what to leave out. Helps you consider all important elements of a powerful and compelling business case for change.

Business Case Guidelines

... walk you step-by-step through development of the business case with many tips and examples.

Cost and Benefit Analysis Worksheet

... shows you more than 30 ways in which your project can benefit by reengineering, and how to organize your team to identify operational savings.

Activity-based Cost Model

... ensures that you have all the information you need to model the costs and benefits associated with the project, and enables you to calculate the pay back period and return on investment. Our in-depth case study exercise provides hands-on experience with this technique.

Module 5 – Change Management

Learn the critical success factors of change management. Gain an understanding of why change management can make the difference for your project. Get an overview of change management models and methodologies and apply the ADKAR model to your change.

- gain an understanding of the key components of change management
- identify recourses to build change management competency in your organization
- learn the basics of the ADKAR model for helping employees through the change process

Change Management Toolkit (optional):

Change Management Planning

... walks you through the key concepts of effective change management, and provides step-by-step guidelines to managing sponsorship and resistance. Worksheets and assessment tools help you assess the culture, history, and readiness for change of your organization. You will be able to develop communication strategies, learning curriculums, and incentive and reward programs.

Change Management Planning Template

... addresses everything you need to consider when creating a complete change management plan, including the right questions to ask so you're prepared to manage resistance, overcome barriers, and help your organization navigate the change process.

Key benefits of Prosci's course:

- **Benefit** from research-based course materials
- **Profit** from trainers with years of experience
- **Interact** with peers undergoing similar changes
- **Gain** a conceptual understanding of redesign skills and processes
- **Develop** practical skills by solving real problems and participating in course simulations
- **Create** a compelling and accurate business case

Prosci Training was created to help people take control of their change projects. Our services are targeted towards individuals and groups who have taken control of a change or reengineering project.

The value that Prosci Training brings is a research-based, field proven methodology and framework, delivered by experienced executives.

Prosci is the recognized leader in reengineering and change management research, and is the world's largest provider of reengineering toolkits and benchmarking information. Prosci has worked with more than 1000 companies on benchmarking and research-related projects in the areas of change management, customer service, human resources and business process design.

Visit <http://www.prosci.com> for more information on Prosci, its research and its products.



Prosci

1367 South Garfield Avenue

Loveland, CO 80537

(970) 203-9332

training@prosci.com

www.prosci.com