

## Process-Oriented Management

### The Program

In business, process is everything. It's the way products are transformed from raw materials into marketable goods, and how new ideas are transformed from vision into reality.

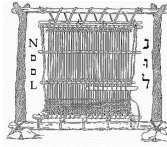
In order for organizations to achieve sustained superior performance, they need to increase their process management skills and institutionalize their attention to processes. For most people, processes may seem an unnatural way of looking at the world. People are educated and define their identities by their functions, e.g., IT, finance, marketing, engineering, operations. To break through these functional mindsets and get organizations to pay attention to processes, we need to increase process thinking and increase process management competency.

### Leaders & Process-Orientation

Developing the "right" executive mindset is a critical success factor in developing a process-focused organization. The traditional mindset of most executives continues to be one of the major obstacles in taking the application of process management principles and practices to the next level. In spite of the compelling logic that value is created by business processes, many leaders cling to a functional view of the business, because they don't care to take a different view, they can't focus or they don't know how to form a different perspective. If leaders cared to change, focused or knew how to change their view, they would measure what's important to customers in addition to monitoring financial metrics, such as revenue, earnings and cash flow. They would also assign accountability for the performance of business processes instead of only looking along functional lines.

This program intends to provide senior executives, managers and project managers with an outline of the building blocks that will help them develop a process perspective and process management awareness and understanding.

[Based on *Principles of Process Management for IT Executives* - [Babson Executive Education](#) ]



## Audience

- Senior executives
- Managers
- Project managers
- IT Executives

## Structure

The program consists of four core workshops covering the entire spectrum of the process management lifecycle and its application in practice.

- **Process Awareness**
- **Process Innovation & Management**
- **BPM Lifecycle – Designing, Implementing, Monitoring and Controlling**
- **From Strategy to Action - Step-by Step Supply Chain Management**

