

REGISTRATION

Process Mapping

- September 23-24, 2009 • Orlando
- October 6-7, 2009 • Jacksonville
- October 14-15, 2009 • Miami

Process Innovation

- December 3-4, 2009 • Tampa

SEMINAR SCHEDULE: 9:00 a.m. to 4:30 p.m. each day

TO REGISTER:

- Online:** Log on to <http://leadership.dce.ufl.edu>
By Phone: Call us at: 800-835-4104
By Fax: Fax your completed enrollment card to: (352) 392-8630
By Mail: Mail your completed enrollment card to:
Executive Education/Leadership Development Institute
University of Florida
2207 NW 13th St., Suite C
Gainesville, FL 32609

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

Name _____

First Name for Badge _____

Title _____

Organization _____

Business Address _____

City _____ State _____ Zip _____

Phone (_____) _____

FAX (_____) _____

Email _____

SEMINAR FEE:

- \$995 for **Process Mapping**
- \$995 for **Process Innovation**

Members of the UF Alumni Association Discount 15%. Call for Details.

Make check payable to University of Florida.

- Payment enclosed
- Credit Card: MasterCard VISA American Express

Cardholder's Signature: _____

Print name as it appears on card: _____

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Number: _____ Exp. Date _____

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We can no longer take credit card information via fax. Please call us at 1-800-835-4104 with your credit card information or mail it in.

CANCELLATION POLICY: Tuition refunds will be granted for cancellations received up to 10 business days prior to the program start date minus a \$100 administrative fee. Cancellations received within 4-10 business days prior to the program start date will be subject to a cancellation fee equal to 50% of the program fee. Cancellations received within 3 business days prior to the program start date will be subject to a cancellation fee equal to 100% of the program fee. If you do not cancel your registration and do not attend the course, you are responsible for the full fee.

All cancellations must be made in writing and can be emailed (ldirequest@dce.ufl.edu) or faxed (352-392-8630). The University of Florida reserves the right to cancel a program and is liable only to refund the program fee. Transfers to another program are available at no charge, as long as written notice is received more than 10 business days before the start of the program. Transfers requested with-in 4-10 days of the start of the program will be assessed an administrative fee equal to 20% of the program fee. Transfers received within 3 days of the program start date will be assessed an administrative fee equal to 25% of the program fee. Substitutions of participants will be accepted at no charge with prior written notice. These policies apply to all programs unless otherwise noted. Only one applicable discount can apply per program fee.

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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.
- **PROCESS INNOVATION** WILL HELP YOU GAIN GREATER MARKET SHARE TOMORROW.

ACT NOW. ENROLL A TEAM OF KEY LEADERS TODAY!



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PROCESS MAPPING

Gain the Competitive Edge Through Process Management and Innovation

Your 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 – perhaps yours – are not set up to manage processes. Instead, they manage tasks. Think about it. Isn't your organization built around functions – the manufacturing department, the radiology 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. Subprocesses 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. Arm yourself with a thorough understanding of the inputs, outputs and interrelationships of each process.

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

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

- Top-down flow chart
- Block diagram
- Activity chart
- Work flow diagram
- Cross-functional flow chart
- 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
- Skills needed to continue the journey
- Final thought: Purpose

CONTINUING EDUCATION CREDITS (CEU'S):

This program is eligible for Continuing Education Units, which will be granted by the University of Florida upon the completion of this course. Most licensing boards have their own continuing education requirements. Contact your own board to find out its specific requirements and if University of Florida CEU's will be accepted.

LEARN FROM THE BEST

Amanda Dietz is the Vice President - Project Management and Process Management Advisor for Orion Development Group. She has more than 20 years of experience in operations management, auditing and process improvement. Her project management training/consulting includes Toyota, Museum of Science and Industry, Borders Group, Acxiom, Nelnet, Inc., JEA, New Jersey Department of Health and Senior Services, and U.S. Postal Service. Ms. Dietz earned her BS in Finance from Indiana University and MBA in International Management from the University of South Florida. She is a Certified Quality Manager (American Society for Quality).

Alice Wilken is a Process and Project Management Advisor for Orion Development Group. She has more than 15 years of experience providing consulting services in quality, project and business process management. Prior to becoming a consultant, Ms. Wilken held management positions in Corporate Quality and Logistics Management for MCI. Ms. Wilken has been certified by American Society for Quality as a Quality Auditor. She holds a BA from the University of Northern Iowa and an MA in Organizational Management from The George Washington University.

Susan Williams is the Vice President - Process-Based Organization for Orion Development Group. As a manager and consultant, she has more than 20 years of experience helping companies assess and improve organizational effectiveness. Ms. Williams' corporate clients include Citibank, Central American Bank for Economic Integration, Chiron, Consumers Energy, Hospice of Michigan, Technology Federal Credit Union, and the Western Association of College and University Business Officers. Ms. Williams received her undergraduate degree in Psychology from the University of Connecticut and her M.A. in Organization Development from Loyola University.

UPCOMING SEMINARS

Managing Project Teams

October 28-29, 2009 • Tampa

Measuring & Improving Processes

November 12-13, 2009 • Tampa

Controlling Project Risks & Costs

December 2-3, 2009 • Orlando

Interested in taking these seminars as part of the Process Management Certificate Program?

Contact the Leadership Development Institute at 800-835-4104

- Fax: (352) 392-8630
- Email: Ldirequest@dce.ufl.edu
- Web: <http://leadership.dce.ufl.edu>

ON-SITE TRAINING

Imagine these seminars being conducted at your company ... using your data and processes ... and customized to your individual needs. It's not only possible, it's cost-effective. Call the Leadership Development Institute at (800) 835-4104 to discuss how you can multiply the benefits and save money by bringing these seminars on-site.



The University of Florida Leadership Development Institute (LDI), is certified by the Project Management Institute as a Registered Education Provider. By earning this designation from PMI, LDI has demonstrated that our curriculum complies with the rigorous standards and best practices within the Project Management field.

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PROCESS MANAGEMENT CERTIFICATE PROGRAM REQUIREMENTS

To earn a Certificate in Process Management you must complete three core seminars and one of the elective seminars.

Core Seminars (required)

Process Mapping

Process Value Analysis

Measuring and Improving Processes

Elective Seminars (select one)

Strategic Project Management

Process Innovation

Blue Ocean Strategy & Executing Strategy with the BSC

You may take any of the seminars without enrolling in the certificate program.

A four-seminar series costs \$3,580. That's a savings of \$400.

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 innovate 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
- Kanon 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 (w/workshop)
- Top Ten Facilitation Tips



Process Management On-Demand Webinars

Call Laura Boekenooen today at (800) 835-4104, Press 6.