

## Registration Details



### Dates, Location and Seminar Fee

from 9:00 am to 4:30 pm

### Process Mapping (\$995)

July 13-14, 2011 • Lansing, MI

### Project Management for Process Improvement Initiatives (\$995)

September 21-22, 2011 • Lansing, MI

\$1,890 for both seminars (SAVE \$100)

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

Registration # \_\_\_\_\_ (from mailing label)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

Email \_\_\_\_\_

### Payment Method:

Payment enclosed  Bill my company.

Credit Card \_\_\_MC \_\_\_VISA \_\_\_AmEx

Cardholder's Signature: \_\_\_\_\_

Print name as it appears on card: \_\_\_\_\_

Amount: \_\_\_\_\_

Number: \_\_\_\_\_ Exp. date \_\_\_\_\_

*Make checks payable to Michigan State University.*

### To Enroll:

By PHONE Call us at 800-356-5705

By FAX Fax your completed enrollment card to 517-353-0796

By E-MAIL Send details to vescolan@msu.edu

By MAIL Mail your completed enrollment card (including the registration #) to Michigan State University / Sally Vescolani – Program Coordinator  
James B. Henry Executive Development Center  
3535 Forest Road, Lansing, MI 48910-3831

**Seminar Fee:** \$995 per person for Process Mapping and \$995 per person for Project Management for Process Improvement Initiatives, or \$1,890 for both seminars (this is a savings of \$100), payable to Michigan State University. This fee includes continental breakfast, lunch and two coffee breaks as well as all seminar materials. Call for team discount information.

**Team Discounts:** Register 2 people for \$995 per person and get the 3rd person for \$500.

**Enrollee Cancellations** will be accepted when made at least five business days prior to the seminar and may be subject to a \$100 processing fee.

**Handicapped Accommodations** may be requested by calling Executive Development Programs at 517-353-8711 at least two weeks prior to the seminar to ensure sufficient time to make arrangements. Requests received after this date will be met whenever possible.

Nonprofit Org.  
U.S. POSTAGE  
**PAID**  
East Lansing, MI  
Permit #21

**MICHIGAN STATE  
UNIVERSITY**

Office of Executive Development Programs  
James B. Henry Center for Executive Development  
3535 Forest Road Lansing, MI 48910-3831



**Process Mapping**

**July 13-14, 2011  
Lansing, MI**

**Project Management  
for Process**

**Improvement Initiatives**  
**September 21-22, 2011  
Lansing, MI**

## PROCESS MAPPING

July 13-14, 2011 • Lansing, MI

## PROJECT MANAGEMENT FOR PROCESS IMPROVEMENT INITIATIVES

September 21-22, 2011 • Lansing, MI

- **PROCESS MAPPING** will help you find ways to reduce costs, shorten cycle time and increase revenue.
- **PROJECT MANAGEMENT FOR PROCESS IMPROVEMENT INITIATIVES** will enable you to convert process improvement solutions into real bottom-line results.

**ACT NOW. ENROLL A TEAM OF KEY LEADERS TODAY!**

**MICHIGAN STATE  
UNIVERSITY**

## Process Mapping

### How to Streamline and Reengineer 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 process improvement and business management...and greatly reduce the cost of your operations by eliminating as many 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
- Locate process flaws that are creating systemic problems
- Streamline processes to improve cycle time and efficiency
- Identify the processes that need to be redesigned
- Gain support for process change

#### SEMINAR OUTLINE

##### An Introduction To Systems Thinking

- The Evolution of Process Management
- Process Management Cycle
- 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



**Amanda Dietz** is Executive Vice President, Process and Project Advisor for Orion Development Group. She has more than 20 years of experience in operations management, process improvement and project management.

Prior to joining Orion, Ms. Dietz attained extensive quality and process management experience in the corporate world, principally in the Financial Services sector. She served on the senior management teams at InTuition, Inc. and Florida Federal Savings Bank (now part of Wachovia Bank). In these roles, Ms. Dietz' accomplishments included:

- Enhanced product line profitability in excess of 10% for multiple years
- Recognized as semi-finalist in the 1994 USA Today/RIT Quality Service Award
- Reduced turnaround times from multiple weeks to less than two days
- Reduced call center hold times by more than 80%
- Raised quality performance indicators above corporate standards
- Successfully directed numerous information technology conversion projects

As an instructor, Ms. Dietz consistently receives outstanding reviews from seminar participants. For example:

**"Mandy was outstanding. She had a perfect balance of humor and educational content. She understood our business and was a great 'devil's advocate'. Her recap of the first day was the best ever!"**

— Sean Rathjen CEO Consumers Credit Union

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).



**Ralph Smith** is Executive Vice President of Strategic Services for the Orion Development Group (Orion), President of Strategic Services for Orion's Public Process Optimization (PPOC) division and author of *Business Process Management and the Balanced Scorecard*. He has supervised strategic planning and improvement efforts in more than 50 organizations worldwide. Public sector clients Mr. Smith has served include Fairfax County (VA), Dakota County (MN), Hennepin County (MN), State of Michigan Department of Treasury & Budget, City of Rockwall (TX), Brown Deer School District (WI) and the MSU College of Veterinary Medicine.

As an instructor, Mr. Smith consistently receives reviews that average over 9.2 on a scale of 1-10. Participant reviews include:

**"Entertaining, enlightening and involved class with valuable examples and tips."**

— Eric J. Gall, Manager - Global Quality Programs, Ford Motor Company

Most recently, Mr. Smith was the project leader for an end-to-end Business Process Redesign initiative at the Ohio Public Employee Retirement System. This 12-month effort created new processes, new business requirements and a new organizational governance model. It will increase capacity by more than 40% and enable annual non-labor cost avoidance of more than \$3 million. Several years ago he led the People Team for a similarly successful effort at Michigan Office of Retirement Services.



**MICHIGAN STATE UNIVERSITY**

#### On-Site Training

Imagine these seminars being conducted at your company... using your data and processes...customized to your individual needs. It's not only possible, it's cost-effective. Call Sally Vescolani at 800-356-5705 to discuss how you can multiply the benefits of these seminars and save money by bringing these classes on-site.

For more information visit us at:

<http://broad.msu.edu/edp/open>

## Project Management for Process Improvement Initiatives

### Deploying and Integrating Process Improvement Solutions: Making It Work in the Real World

You and your team have designed a new business process that will leverage emerging technology and superior business acumen to dramatically improve all measures of performance. Now comes the hard part... implementation.

The last decade has seen organizations in all sectors benefit from a renewed surge in productivity. These gains are the direct result of improved process management techniques and the application of new technology. Still, the business press reports many stories of failed reengineering efforts, insufficient ROI from enterprise software systems, and the rejection of new technology by workers. Why this disparity?

Because the challenge of implementing process or technology change is as great as the challenge of creating innovative business process solutions.

Implementing process change requires a powerful combination of "soft" skills and "hard" skills: Techniques that will win widespread support for process changes and methodologies to implement the solution effectively. These include:

- Stakeholder analysis
- Communication management
- Project execution and control
- Transition planning
- Team and coalition building
- Project planning
- Risk management
- Performance measurement

#### Project Management for Process Improvement Initiatives

presents a practical, how-to approach that integrates these hard and soft skills. It is chock full of tools, templates and techniques you can put to use right away.

#### Program Benefits...What You Will Learn:

- Engage stakeholders to win support for process change
- Evaluate factors that could hamper or foster implementation
- Create effective process improvement project plans and controls
- Implement the solution on time and within budget
- Transition from implementation to day-to-day execution of the improved process
- Measure and monitor results
- Establish practices to sustain the gains in performance

#### SEMINAR OUTLINE

##### The Challenge of Deployment and Integration

- Why good solutions fail to be implemented
- Why successful implementations aren't sustained

##### Deployment: Seeing the Big Picture

- Identifying and analyzing stakeholders
- Evaluating the impact of potential solutions
- Picking the "right" solution

##### Deployment: Enabling Change

- Financial analysis
- Organizational readiness
- Picking the best team
- Leveraging individual strengths and contributions
- Dealing with resistance and conflict

##### Deployment: Executing the Solution

- Project planning and control
- Risk management and contingencies
- Meeting scheduled performance targets
- Transitioning activities

##### Integration: Living the Solution

- What inhibits integration?
- Validating success
- Measuring and monitoring customer impacts
- Looking for ongoing improvements

Act Now! Enroll a team of key leaders for **Process Mapping** and **Project Management for Process Improvement Initiatives** today!