

# Certified Process Manager Course

The Certified Process Manager Course (IPAPI CPM™) is 2 days (2 case studies) covering the Customer Expectation Management (CEM) practice of process management including: Enterprise Architecture, Process Strategy as applied to the Enterprise Model, and Process Management practices to protect gains and promote continuous improvement.

## ENTERPRISE ARCHITECTURE – PROCESS STRATEGY – PROCESS MANAGEMENT

**The IPAPI Certified Process Manager (CPM) Program is the most advanced macro level process and performance training program available in the world today.** This five day workshop is designed for those seeking knowledge and understanding in Enterprise Architecture, Process Strategy, and Process Management. The program is based on the thought leadership brought forward in the IPAPI Customer Expectation Management (CEM) Method and is the macro level set of knowledge for this revolutionary approach to business process and performance.

The Certified Process Manager program enables managers and professionals to see the enterprise through a new lens, which leads to new insights into opportunities which were previously invisible; opportunities to realize sustainable gains and facilitate continuous improvement.

## Who Should Attend?

Anyone who has overall responsibility for process and/or performance in general ways (or specific) will benefit from this course. Specific professional categories or titles include:

- Continuous Improvement Managers
- Process Improvement Managers
- Enterprise Architects
- IT Systems Managers
- Managers (Resource, Operating, Functional, etc.)
- Executives and some Senior Executives

## Course Results

Course attendees will be able to:

- Understand the four levels of customer-centric process architecture and how they fit together to form a powerful, comprehensive approach to managing the enterprise.
- Use process architecture to drive uniformity of purpose, common goals and organizational transparency without restrictive policies or a comprehensive change management program.
- Utilize process architecture to translate business goals into an actionable program at every level of the organization.
- Build the ability to apply strategy at customer touch points to increase customer satisfaction and value.
- Apply process strategy for internal buy-in and to achieve functional goals and objectives
- Develop the ability to use strategy techniques at any level of the organization as a way to define, refine and deliver on value-added goals.
- Use SCO KPIs as vital “health measures” to ensure process gains are protected
- Employ simple auditing techniques that quickly identify where inefficiencies have been reintroduced into processes in the organization, inadvertently or otherwise.
- Move the organization into a comprehensive and instinctive set of behaviors that naturally promote and protect customer-centricity, process efficiency and “fitness of use” quality.

## What is Included

- Guided instruction, mentoring and coaching from an IPAPI Certified Coach
- Exposure to three to four (3-4) real world case studies
- Digital copies of the Certified Process Manager Handbook and program templates
- CPM Certification upon successful completion and submission of case study work



### Overview

The CPM Course builds the skills needed to:

- 1) Build a Sustainable Process Architecture Model to support the delivery of exceptional customer value that translates across the entire organization.
- 2) Use strategy techniques to develop actionable plans at different levels in the Process Architecture Model that deliver exceptional results and value.
- 3) Develop a consistent process management practice to protect process improvement gains, enhance operational efficiency, and promote a behavior of continuous improvement.

### Case Studies

The IPAPI CPM course uses 3 case studies for in-class exercises. This is a HANDS ON class, so be ready to work!

### Certification

All IPAPI courses are delivered by an IPAPI Certified Coach, require significant hands-on activities (2 case studies) and qualify participants for in-class certification.

### Resources

Participants receive digital copies of the Certified Process Manager Handbook, and templates for use with the techniques in the class.

### Prerequisites

The CPM course has no prerequisites. However, completion of the CPP program is recommended.



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## Course Details

### Day One – Enterprise Architecture

Build your understanding of the four levels of customer-centric process architecture and how they fit together to form a powerful, comprehensive approach to managing the enterprise. Learn how to use process architecture to drive uniformity of purpose, common goals and organizational transparency without restrictive policies or a comprehensive change management program. Develop the skills to utilize process architecture to translate business goals into an actionable program at every level of the organization.

- Recognizing the four levels of the customer-centric Enterprise Architecture
- Bridging functional areas
- Understanding what customers care about and value systems
- Using Mind Mapping to discover Successful Customer Outcomes (SCOs)
- Establishing Master Key Performance Indicators (KPIs) tied to SCOs
- Establishing Stakeholder Key Performance Indicators (KPIs) tied to Master KPIs
- Creating and using the Enterprise Architecture (EA) Map
- Group application of these concepts using a real world Case Study

### Day Two (First half) – Process Strategy

Build the ability to apply strategy at customer touch points to increase customer satisfaction and value. Learn the use of process strategy for internal buy-in and to achieve functional goals and objectives. Develop the ability to use strategy techniques at any level of the organization as a way to define, refine and deliver on value-added goals.

- Understanding of when to use Best Practice processes
- Understanding the relationship between the customer and market differentiating processes
- Understanding Process Strategy and Customer Value
- Understanding Process Strategy and Moments of Truth
- Understanding Process Strategy and the Customer-centric Enterprise Architecture
- Applying Process Strategy in Moments of Truth reduction
- Understanding the Enterprise Meta-Model
- Applying Process Strategy using an existing Enterprise Meta-Model
- Creating support for enhancing customer experiences
- Applying Process Strategy by increasing product value
- Understanding the relevant skills to increase product value
- Group application of these concepts using a real world Case Study

### Day Two (Second half) – Process Management

Learn to use Successful Customer Outcome (SCO) Key Performance Indicators (KPIs) as vital “health measures” to ensure Enterprise process gains are protected. Learn the use of simple auditing techniques that quickly identify where inefficiencies have been reintroduced into processes in the organization. Develop an understanding of how to move the organization into a comprehensive and instinctive set of behaviors that naturally promote and protect customer-centricity, process efficiency and true (“fitness of use”) quality.

- Understanding of how Process Management creates Stakeholder value
- Implementing the practice of auditing KPIs to protect process improvement gains
- Understanding the use of benchmarking process diagnostics, Causes of Work Factors, Points of Failure Factors, and Process Risk Factors.
- Implementing the practice of auditing process diagnostics, Causes of Work Factors, Points of Failure Factors, and Process Risk Factors to monitor change.
- Putting all together into a comprehensive process Management ecosystem.
- Group application of these concepts using a real world Case Study.

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