



## Overview

The CPP Course uses the IPAPI CEM Method to:

- 1) Observe, challenge and remove the causes of work from process. (optimize)
- 2) Understand, articulate and reform processes into true customer alignment (align)
- 3) Challenge the customer experience to craft the strategic process landscape (innovate)

## Case Studies

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

## Certification

All IPAPI CPP courses are delivered by an IPAPI Certified Coach, require significant hands-on activities (3 case studies) and qualify participants for in-class certification.

## Resources

Participants receive digital copies of the Certified Process Professional Handbook, the CPP Audio Lecture Series, and templates for use with the techniques in the class.

## IPAPI CEM METHOD

OPTIMIZE

ALIGN

INNOVATE

# Certified Process Professional Course

The Certified Process Professional Course (IPAPI CPP™) is 3 days, 3 case studies and three techniques that combine to form the IPAPI CEM Method

## OPTIMIZE – ALIGN - INNOVATE

**The IPAPI Certified Process Professional (CPP) Program is unquestionably the most advanced process and performance training program available in the world today.** This three day workshop is designed for those seeking professional skills in process optimization, alignment and innovation. The program is based on the thought leadership brought forward in the IPAPI Customer Expectation Management (CEM) Method and is the foundational set of knowledge and skills of this revolutionary approach to business process and performance.

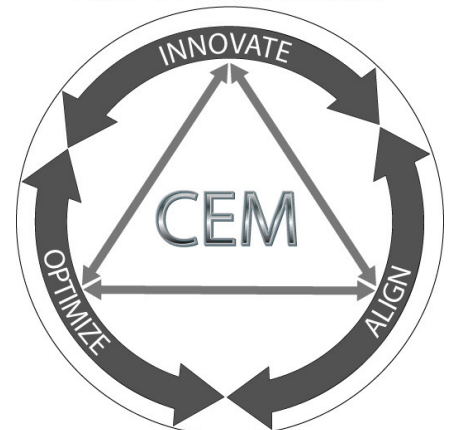
The Certified Process Professional program enables professionals to see process through a new lens, which leads to new insights into opportunities which were previously invisible; opportunities which realize significant and measurable performance gains in process efficiency, quality and innovation.

## Who Should Attend?

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

- Business Analysts
- Business Process Analysts or Engineers
- Process Owners
- IT Systems Analysts
- IT Systems Managers
- PMO
- Managers (Resource, Operating, Functional, etc.)
- Executives and some Senior Executives

## The CEM Method



Courtesy of the International Process and Performance Institute  
www.ipapi.org

## Course Results

Course attendees will be able to:

- Effectively analyze any process or service with key process diagnostics
- Benchmark any process or service
- Optimize any process by increasing efficiency and decreasing costs, often in projects taking less than 90 days.
- Identify the customer of a process and their Successful Customer Outcomes (SCOs)
- Identify measurable Key Performance Indicators (KPIs) for a process
- Link KPIs to SCOs to monitor and measure real success
- Increase customer satisfaction by delivering Successful Customer Outcomes (SCOs)
- Identify and prioritize multiple actions for rapid and effective improvement
- Identify and categorize multiple levels of innovation in terms of market differentiation and leadership to match whatever desired organizational strategy emerges.
- Create innovative processes resulting in market differentiation and/or leadership

## What is Included

- Guided instruction, mentoring and coaching from an IPAPI Certified Coach
- Exposure to three to four (3-4) real world case studies
- Access to the IPAPI Online Training System for one (1) year
- Access to online course materials, case studies and templates
- Continued mentoring and coaching for a period of one (1) year from your coach
- CPP Certification upon successful completion and submission of case study work



# Certified Process Professional Course

## Course Details

### Day One - Optimization

Learn to see processes as more than a series of activities leading to an outcome. Recognize and identify the components of any process or service and how these components contribute to process inefficiency, deviation and poor quality. Acquire a structured approach to enable rapid (often less than 90 days) and significant process optimization and, as a by-product, deliver significant improvements to outcome quality.

- Recognize key process diagnostics (Process Actors, Moments of Truth, Break Points and Business Rules) for process analysis on any process or service.
- Understand positive and negative effects process diagnostics have on a process
- Benchmark the process in terms of Points of Failure and Causes of Work factors
- Identify multiple actions which will significantly reduce the process Points of Failure and Causes of Work
- Compare and contrast new Points of Failure and Causes of Work factors for each Action Plan item in relation to the Current State factors and one another.
- Prioritize Action Plan items by analyzing the benefits versus costs for each action
- Group application of these concepts using a real world Case Study

### Day Two - Alignment

Develop insight into the customer of the process and what the successful outcomes of the process could be. Use the techniques of identifying the components of the Current State process to expose the opportunities within the process. Learn a structured approach to enable rapid and significant process alignment (i.e. outcome quality), and at the same time deliver significant increases in process efficiency and cost reduction.

- Understand who the desired customer is for a given process
- Use a mind-mapping technique and other tools to identify the Successful Customer Outcomes for a process.
- Develop Key Performance Indicators (KPIs) to measure delivery of each Successful Customer Outcome (SCO).
- Understand and use the Current State Process models for process analysis
- Use Process Actors, Moments of Truth, Break Points, and Business Rules for process analysis
- Assess and determine the Process Risk Factor as another process analysis benchmark
- Benchmark a process in terms of Points of Failure and Causes of Work factors
- Identify multiple actions which will deliver on Successful Customer Outcomes and at the same time reduce process Points of Failure and Causes of Work.
- Calculate new Points of Failure, Causes of Work, and Process Risk factors for each Action Plan item
- Compare and contrast the different actions in terms of improvement from the benchmark factors
- Identify specific Successful Customer Outcomes delivered by each Action Plan item
- Prioritize Action Plan items by analyzing the benefits versus costs for each action
- Group application of these concepts using a real world Case Study

### Day Three - Innovation

Develop awareness that the key to innovation is in the process itself and is revealed to us through Moments of Truth. Learn how to apply every day human intelligence to tap the process for the various shapes the process could take. Apply a template tool which helps create a "Landscape" of possible future states of the process for varied levels of market differentiation and market leadership.

- Understanding of what innovation is and the 21<sup>st</sup> Century Value Chain
- Use Moments of Truth to identify the many possible shapes the process can take
- Use a template to build the Innovation Landscape
- Uncover the untapped potential of the process to create various levels of market differentiation and market leadership.
- Categorize the various levels of market differentiation and market leadership.
- Apply organizational strategy to create a tactical plan of action.
- Group application of these concepts using one or two real world Case Studies.

[www.ipapi.org](http://www.ipapi.org)

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