

**ProcessDays 2010**  
**SMC Conference Centre, Sydney**  
**26 - 29 July 2010**



Leonardo ProcessDays is the most credible and well established Business Process Management event in Australasia.

In its 8th year of outstanding success, it is the key milestone in the BPM calendar.

*more than  
just a conference*

REGISTER ONLINE AT [www.leonardo.com.au/edu-registerforpd10.html](http://www.leonardo.com.au/edu-registerforpd10.html)

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**Monday July 26 | Master Class Day 1 | Overview**

9:00 - 5:00

**Introduction to the Principles of Business Process Management.**

DR PHILLIP KAZANIS, SENIOR CONSULTANT, LEONARDO CONSULTING

This class is the foundation for the BPTrends Associates certification program. It introduces the BPTrends BPM Pyramid and the Process Redesign Methodology. Delegates receive an overview of the principles, concepts and techniques required to transform organisations from functional to process-centric orientation. The full-day session introduces a systematic approach and methodology for planning, monitoring, measuring and managing business process performance and for redesigning and improving specific processes.

9:00 - 5:00

**Master Class 1: Business Rule Management in Partnership with Business Process Management.**

MARTIN FLAIG, CONSULTING PRINCIPAL, LEONARDO CONSULTING

How can we combine Business Rules Management and Business Process Management? Both disciplines were developed quite independently from each other but can't (shouldn't) exist without each other. A comprehensive overview of the theory and practice of Business Rules will be presented. This will be followed by discussion of the current state of business process and business rule methodologies that not only try to combine both approaches, but integrate them.

Practical case studies and group exercises round off this Master Class.

**Master Class 2: A BPM Centre of Excellence Reference Framework**

LEANDRO JESUS, PARTNER ELO GROUP AND AUXILIARY PROFESSOR, UNIVERSITY OF RIO DE JANEIRO, BRAZIL with ALASTAIR BROOKE, CONSULTING PRINCIPAL, LEONARDO CONSULTING.

A BPM CoE enables sustained optimisation of the 'process dividend'. Our Brazilian partner, ELO Group, has created a comprehensive Framework for the Operation of a BPM CoE. This framework draws on broad theoretical research and practical case studies to cost-effectively support realisation and operation of a BPM CoE.

**Master Class 4: Managing the Impacts of Organisational and National Culture in BPM Initiatives**

SEBASTIAN REITER, RESEARCHER, BPM GROUP, QLD UNIVERSITY OF TECHNOLOGY with CARMEN WIECKHORST, CONSULTING DIRECTOR, LEONARDO CONSULTING

Cultural aspects must be mastered to sustain process-based management. We come to understand that successful BPM is as much about mindset as toolset. In this class we will address the leading edge of theory and current best practice in dealing with the effects of culture on BPM initiatives. A practical "culture audit" technique will be used throughout the class.

10:30 - break

12:30 lunch

1.30 - 5:00

**Master Class 3: Managing Processes - the Theory and Practice of Sustainable Process Governance**

MARCO FARGNOLI, SENIOR CONSULTANT, LEONARDO CONSULTING

Organisations harvesting the full value of the 'process dividend' realise that the success of process-based management is enabled by effective management of process performance. In this class we will present practical and pragmatic steps to develop effective process governance and explore some of the pitfalls and success factors.

**Master Class 5: Facilitate Effectively with The 7P Approach**

JO TREGEAR, DIRECTOR, ACHIEVING RESULTS PTY LIMITED WITH ROGER TREGEAR, CONSULTING DIRECTOR, LEONARDO CONSULTING

The 7Ps of facilitation are: Philosophy, Purpose, Place, Preparation, Process, People, Practice. This class teaches how to master the 7Ps to achieve excellent facilitation outcomes. Workshops are both expensive and critical to good process and business analysis. Great facilitation skills are essential to achieving the best results from every workshop.

3:00 - break

5:00 - 7:00

**DRINKS & DISCOVERY:**

Join your fellow attendees to compare notes and exchange ideas over a quiet drink at the end of an exciting day.

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Tuesday July 27 | Master Class Day 2 | Overview

9:00 - 5:00

**Master Class 6: Selling BPM - Death of the Salesman?**

SANDEEP JOHAL, CONSULTANT, LEONARDO CONSULTING and GEORGE SMITH, CONSULTANT, LEONARDO CONSULTING WITH A PANEL OF PRACTITIONERS WHO WILL SHARE THEIR EXPERIENCES.

**Master Class 7: Why, When & How to Automate Business Processes**

MERVIN CHIANG, CONSULTING PRINCIPAL, LEONARDO CONSULTING AND CRAIG BEKKER, SENIOR CONSULTANT, LEONARDO CONSULTING WITH MATT WRIGHT, DIRECTOR, RUBICONRED AND AUTHOR OF

**Master Class 8: Guessing Simply Isn't Good Enough!**

ROGER TREGEAR, CONSULTING DIRECTOR, LEONARDO CONSULTING WITH CASE STUDY PRESENTATION BY: RICHARD ROOSE, IT MANAGER - BUSINESS INTELLIGENCE GROUP, METCASH TRADING LIMITED

10:30 - break

A business process approach to the management of an organisation has proven effective time and time again. Yet almost all BPM practitioners say that selling the idea of process-based management is the hardest part. If BPM is such a great thing, why do we have to work so hard to convince other people? Is the BPM community doing something wrong? Or is it more complicated than that?

“How” to automate business processes is a topic that has generated lots of coverage – although not every vendor is keeping up with the increasingly sophisticated technologies enabling effective automation. It’s the “Why” and “When” that are often neglected. “When” is the object of most neglect. In this class, we will walk through the Why, When and How sequence considering the many aspects of this complex decision chain. Think of a coffee shop. Do we automate the process Make Coffee? What about Take Orders or Collect Payment? Perhaps we do we do all three? Why? When? How? Using demonstrations, videos and user case studies, this class will show where the current boundaries of hype versus reality are and where those boundaries might be in the future.

The measurement of process performance is fundamentally important. Without credible, objective measures of process performance you can't manage and you won't know if you have improved. We all agree. So how come it is seldom done well? This class presents simple practical guidelines for effective process performance measurement.

12:30 lunch

1.30 - 5:00

“One-size-fits-all” approaches do not work well for BPM. It is important to tailor compelling stories to achieve success. There are many approaches and techniques out there that could work. Which ones will work for you? This class addresses the key issues of successfully selling the idea of process with insights from those who have been in the frontline and survived to tell the tale.

“When” is the object of most neglect. In this class, we will walk through the Why, When and How sequence considering the many aspects of this complex decision chain. Think of a coffee shop. Do we automate the process Make Coffee? What about Take Orders or Collect Payment? Perhaps we do we do all three? Why? When? How? Using demonstrations, videos and user case studies, this class will show where the current boundaries of hype versus reality are and where those boundaries might be in the future.

**Master Class 9: Occasionally, it Has To Be Remarkable!**

ROGER TREGEAR, CONSULTING DIRECTOR, LEONARDO CONSULTING If process improvement projects only find the same changes any problem solving approach would discover, then what's the point? How can we know we've found the best ideas, ones that are occasionally remarkable? This class will show 56 patterns for creating process improvement ideas. A Master Class Challenge will allow delegates to put the ideas into practice in the class.

3:00 - break

5:00 - 7:00

**DRINKS & DISCOVERY:**

Join your fellow attendees to compare notes and exchange ideas over a quiet drink at the end of an exciting day.

5:30 - 7:00

**Meet The Keynote Speakers**

Invitation only event for members of The ProcessDays Tribe. Drinks and 'roundtable' discussion with the Conference Co-Chairs and Keynote Speakers.

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**Wednesday July 28 | Conference Day 1 | Overview**

7:00-8:00

**Registration** (and light breakfast)

8:00-8:05

**Welcome**

8:05-9:00

**Keynote Presentation: Making Process Real – Engaging the CXOs**

ALEC SHARP, SENIOR CONSULTANT AND FOUNDER, CLARITEQ SYSTEMS CONSULTING LTD

So you finally have 10 minutes in front of your organisation's senior executives. What will you tell them? That you're BPMN compliant? That you will soon be a Level 3 organisation? That you're going to transform the enterprise? No, not likely. Based on Alec's extensive real world experience, this session will look at examples of what has worked in demonstrating to executives the value of becoming process-oriented.

9:00-10:30

**A Culture of Business Process Management** - creating and nurturing a process-aware mindset

CHAIR: MICHAEL ROSEMANN

9:00-9:30

↳ **What is a Culture of Business Process Management?**

SEBASTIAN REITER, RESEARCHER, BPM GROUP, QUEENSLAND UNIVERSITY OF TECHNOLOGY

9:30-10:00

↳ **Thinking Process – A Case Study.**

GREG TAYLOR, HEAD OF BUSINESS INTEGRATION, SHARED SERVICES, UNITED GROUP LIMITED

10:00-10:30

↳ **Building a BPM Community.**

JAMIE CORNES, MODERATOR BPM-COLLABORATION.COM AND PROCESS ARCHITECT, SUNCORP

10:30-11:00

Break

11:00-12:30

**Building & Managing a Successful BPM CoE** - the role and benefits of a process centre of excellence & how to get there. CHAIR: ROGER TREGEAR

11:00-11:30

↳ **Architecting BPM Through a Center of Excellence at Wells Fargo Bank,**

PAUL TAZBAZ, ENTERPRISE ARCHITECT, WELLS FARGO, SAN FRANCISCO, CALIFORNIA USA

11:30-12:00

↳ **Process Office or Process Osmosis – A Word of Caution,**

DAVID JOHNSON, SNR MANAGER BUSINESS SOLUTIONS, AUSTRALIAN SECURITIES AND INVESTMENTS COMMISSION

12:00-12:30

↳ **Group discussion involving all delegates**

12:30-1:30

Lunch

1:30-3:00

**Business Process Idol -Convincing ExCo to take a process-centric approach** CHAIR: ALASTAIR BROOKE

A competition for teams or individuals to present the compelling case for process-centric management to the Executive Committee. Presentations limited to 10 minutes. Judging by audience response.

Anyone can enter. Participation guidelines at

<http://www.leonardo.com.au/EDU-ProcessDays-agenda.html>

3:00-3:30

Break

3:30-4:30

**BoF Sessions** - CHAIR: ROGER TREGEAR

"I will tell you, Socrates, he said, what my own feeling is. Men People of my age interest flock together; we are birds of a feather, as the old proverb says". With apologies to Plato (The Republic, 360 BC)

BoF session – "an informal meet-up at conferences, where the attendees group together based on a shared interest and carry out discussions without any pre-planned agenda". (Wikipedia)

**Join a group talking about your key topic. Or create your own group. Details of current****groups and instructions for creating your own group at**<http://www.leonardo.com.au/EDU-ProcessDays-BOFsessions.html>

4:30-5:30

**Keynote Presentation: BPM and Business Ecology** DR RICHARD SOLEY, CHAIRMAN AND CEO, OBJECT

MANAGEMENT GROUP The clamour for BPM standards masks the real need: precisely understanding business processes, delivering business capabilities, and optimising processes to support innovation. Dr. Soley will outline OMG's BPM standards in the context of the Business Ecology Initiative, focused on delivering, optimising, and innovating high-performance companies. ONLINE LIVE FROM TOULOUSE, FRANCE.

5:30-6:30

RELAX &amp; REVIEW: Partner Showcase and Networking

6:30-10:00

Process Party and The BPM Awards

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**Thursday July 29 | Conference Day 2 | Overview**

7:00-8:00	Networking (and light breakfast)
8:00-8:05	<b>Welcome</b> , ROGER TREGEAR, PROCESS DAYS CURATOR
8:05-9:00	<b>Keynote Presentation:</b> - CHAIR MARTIN FLAIG, LEONARDO CONSULTING <b>What You Need to Know about Decisioning with Business Rules</b> RONALD G ROSS EXECUTIVE EDITOR, BUSINESS RULES JOURNAL, BRCOMMUNITY.COM CO-FOUNDER & PRINCIPAL, BUSINESS RULE SOLUTIONS. How can you achieve an order-of-magnitude improvement in your current way of supporting business processes? Learn how other companies have done it – deliberately and with no silver bullets. In this thoughtful discussion, Ron reviews what leading companies are currently achieving with business rules and decisioning. He explains what every business analyst, business manager, and IT professional needs to know about best practices in this hot new area.
9:00-10:30	<b>Demystifying BPM Systems - a business process automation educational talk show</b> WITH PROFESSOR MICHAEL ROSEMANN (QUT) AND MERVIN CHIANG, LEONARDO CONSULTING Process-aware approaches such as BPMS and SOA have emerged as the ‘holy grail’ of process automation. This session takes the form of an educational talk show discussing the state of the art of process-aware systems. Using a number of short case studies and interview partners on stage, your hosts will categorise market offerings, explore the links between processes and services and generally take the mystery out of BPM Systems. TALK SHOW GUESTS WILL INCLUDE: RICHARD WARD, SENIOR SOLUTION SPECIALIST, ORACLE CORPORATION JOHN DEEB, DIRECTOR OF RUBICONRED, MICHAEL PLON, BUSINESS SYSTEMS MANAGER, OILSEARCH LIMITED
10:30-11:00	Break
11:00-12:30	<b>Business Analysis &amp; BPM</b> CHAIR: CARMEN WIECKHORST similarities and differences between business analysis and process analysis
11:00-11:20	↳ <b>Understanding the Business Analysis Body of Knowledge® (BABoK®).</b> JIM HUGHES, PM-PARTNERS GROUP
11:20-11:40	↳ <b>Understanding the Business Process Management Common Body of Knowledge® (BPM CBoK®).</b> Dr WASANA BANDARA, SENIOR LECTURER, QUEENSLAND UNIVERSITY OF TECHNOLOGY.
11:40-12:30	↳ <b>Reconciling BA and BPM.</b> A panel discussion with the session speakers joined by: NORBERT RAYMOND, BUSINESS ANALYSIS PRACTICE LEADER, AMP LIMITED SUE LITT, BUSINESS REQUIREMENTS MANAGER, BUSINESS TECHNOLOGY OFFICE, BIG W
12:30-2:00	Lunch
2:00-3:30	<b>Business Process Architecture</b> CHAIR: ROGER TREGEAR building, using and maintaining an enterprise process model
2:00-2:15	↳ <b>Case Study 1: Foster's Group.</b> PATRICIA BUNDE, PROCESS CAPABILITY MANAGER
2:15-2:30	↳ <b>Case Study 2: New Zealand Post.</b> RICHARD LEIKIS, BUSINESS PROCESS ARCHITECT, NZ POST
2:30-3:30	↳ <b>Creating &amp; Managing a Process Architecture</b> – A Global Discussion Panel with PATRICIA AND JANE joined online by: ROGER BURLTON, FOUNDER, BPTRENDS ASSOCIATES (VANCOUVER, CANADA) PAUL HARMON, EXECUTIVE EDITOR, BPTRENDS (OXFORD, UK)
3:00-3:30	Break
4:00-5:00	<b>Keynote Presentation - Future Process:</b> CHAIR: ROGER TREGEAR PROFESSOR MICHAEL ROSEMANN, PROFESSOR AND HEAD OF THE INFORMATION SYSTEMS DISCIPLINE, CO-LEADER, BPM RESEARCH GROUP, QUT. ASSOCIATE, LEONARDO CONSULTING. Michael will explore the future of BPM from his position as one of the world’s leading BPM researchers. His research, writing and teaching activities bring him into daily contact with the leading edge of process thinking and development. Indeed much of his work defines that edge. This presentation will continue the tradition of concluding ProcessDays with Michael inspiring us all with his perspective across the broad canvas of BPM futures.
5:00-5:30	<b>Wrap Up</b> • ProcessDays In Review • Final Questions • Feedback • Prize Draws
5:30-7:00	<b>Relax and Review:</b> Partner Showcase and Networking

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*Attend  
Leonardo  
ProcessDays  
to:*

- understand process-based management
- gain cross-industry insights
- know how to deliver measurable improvements
- communicate BPM possibilities
- align BPM concepts to strategic planning
- appreciate the critical role of enabling technology

REGISTRATION FEES

26 and 27 July: Master Classes \$500+GST per day

28 and 29 July: Conference \$1950+GST for both days

REGISTRATION ENTITLEMENTS

**Master Class**

- Entry to Master Class sessions on that day
- Lunch
- Morning & afternoon tea
- Attendance at end of day networking drinks

**Conference**

- Entry to Conference sessions over the two days
- Lunch
- Morning & afternoon tea
- Attendance at both end of day networking drinks and the ProcessDays Party (27th July)

HOW TO REGISTER

Please register via the ProcessDays website [www.leonardo.com.au/EDU-ProcessDays.html](http://www.leonardo.com.au/EDU-ProcessDays.html)

CONFERENCE VENUE- SMC Conference Centre

ProcessDays will return to the SMC Conference Centre in Sydney this year. The SMC building entrance is located at 66 Goulburn Street. The Centre is a short stroll from both Museum and Central Stations. Parking can be found at the Wilson Parking Station diagonally opposite the building.

CONFERENCE ENQUIRIES

**Contact Harriet Hall at [h.hall@leonardo.com.au](mailto:h.hall@leonardo.com.au) or call 02 9211 1719**

**Visit: [www.leonardo.com.au/EDU-ProcessDays.html](http://www.leonardo.com.au/EDU-ProcessDays.html)**

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