

A night view of the Sydney Harbour Bridge and city skyline. The bridge is illuminated with green lights, and the city lights are visible in the background. The sky is dark with some clouds.

PROCESS  
**pd**  
2009 DAYS

leonardo  consulting

Leonardo ProcessDays

3 - 6 August 2009

[www.leonardo.com.au](http://www.leonardo.com.au)

**more than  
just a  
conference**

# Leonardo ProcessDays 2009 is much more than just a conference



## ProcessDays 2009 is

- the longest running BPM education event in Australasia
- the most popular BPM education event in Australasia
- the best value for money in BPM education
- a unique and innovative mix of learning formats
- a collaboration of BPM knowledge, experience and expertise
- flexible to suit both full time and part time attendance

## ProcessDays 2008 delegates agreed

*"Thanks for a great conference. I was a bit reluctant to attend due to my work load and wasn't sure of the value in attending, but am really very glad I did."*

*"Thank you for another great ProcessDays. You will certainly see us attend next year again hopefully with some more process professionals from our organisation."*

*"Thank you for an excellent conference. The feedback from my team has been very positive."*

*"Great information. Great networking."*

*"Good exposure to a range of thought leaders in the field."*

*"An excellent thought provoking conference."*

*"Presentations have been informed, insightful & entertaining."*

*"The panel case studies were excellent."*

*"Great way to know what's happening in the field of BPM."*

*"Fantastic! Unique gathering of BPM-customised minds. I can not thank you enough for the new ideas I've got!!!"*

*"This conference was a great mix of practitioners, executives and academics. The environment was dynamic and relevant. I was able to share and learn....excellent!"*

*"Great organisation, mix of topics and session types. Good combination of practical and theoretical."*

ProcessDays 2009 will be even better. More case studies, more topics, new formats, new speakers, great venue, valuable prizes. New people to meet. Important ideas to hear, challenge, discuss and absorb.



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## Personalise Your Program



Created and produced by people whose business is BPM, Leonardo ProcessDays is THE event both for the established practitioner and those just starting their process-based management journey.

The ProcessDays program allows each delegate to create an individual program personalised for content and available time. ProcessDays is much more than just a conference. It's a series of BPM education and networking events. You can attend as many, or as few, as you choose.

BPM Tutorials and Master Classes are conducted each morning and afternoon on the first two days. Ten events over two days.

The third and fourth days are the ProcessDays Conference. Over these days we will have nine sessions for a total of 16 hours. Most sessions are two hours long and contain a mix of presentations, discussions, case studies and group work. Throughout the Conference the vendor exhibition will be open.

The Conference sessions start early and finish late giving delegates the opportunity to attend before and after work if the full day is not available.



Speakers at previous conferences have included global thought leaders such as:

- Bassam Al-Kharashi
- Prof Tom Davenport
- Rob Davis
- Prof Tom Gullledge
- Paul Harmon
- Mark McGregor
- Dr Mathias Kirchmer
- Brad Power
- Prof Michael Rosemann
- Alec Sharp
- Andrew Spanyi
- Prof Wil van der Aalst
- Celia Wolf
- Dr Michael zur Muehlen

Some of the best BPM speakers in the world



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# The ProcessDays Promise



In creating ProcessDays each year we make these promises to our delegates, our partners and ourselves:

**ProcessDays provides each delegate with the best BPM learning and networking experience they have ever had.**

**We respect the investment of trust, time and money made by each delegate.**

**We treat each delegate as if they were guests in our own home.**

**ProcessDays is accessible to anyone with any level of interest and experience in BPM.**

**ProcessDays creates opportunities for ongoing collaboration in developing BPM practice.**

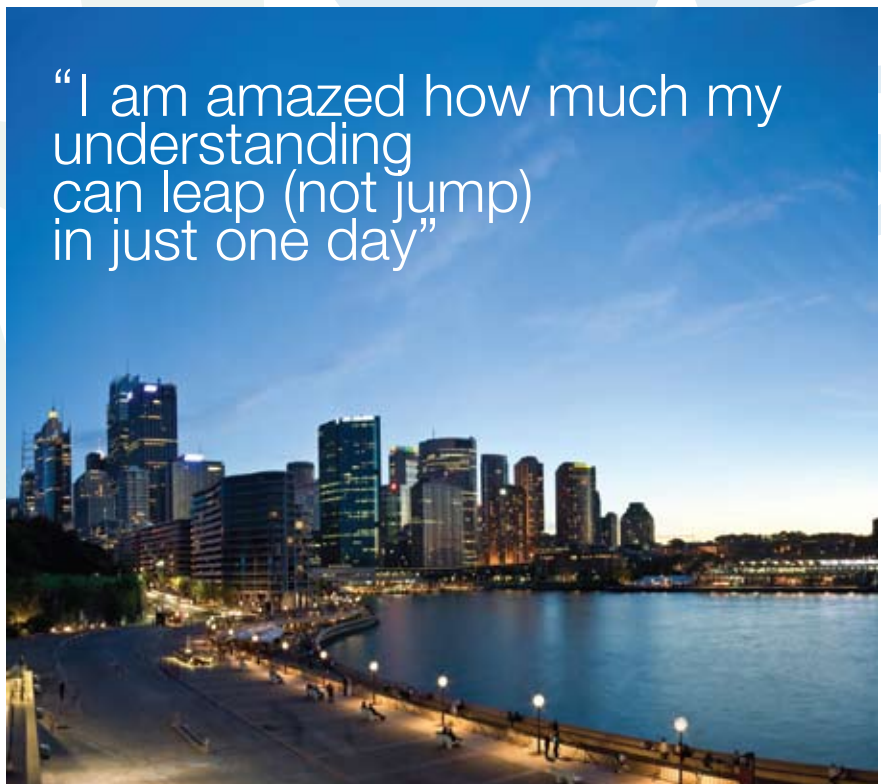
**We continuously seek to improve the ProcessDays experience.**

## Making Impact

Our theme at ProcessDays 2009 is Making Impact. BPM promises to deliver improved organisational capability by understanding the end-to-end processes that deliver value to customers. In an increasingly complex and demanding world, the need is great, the logic is compelling and the evidence of success is accumulating. It's time to make an impact.

At ProcessDays 2009 we will focus on making a measurable impact with process-based management. Case studies will highlight the potential and demonstrate the practical benefits of the process view.

“I am amazed how much my understanding can leap (not jump) in just one day”



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# Leonardo ProcessDays 2009 Program at a Glance

(details on following pages)



## DAY ONE: BPM MASTER CLASSES

<b>MONDAY</b> <b>3RD AUGUST</b> 9.00-12.30  1.30-5.00  5.00-7.00	<b>Master Class 1:</b> <i>Standardising Business Processes</i>	<b>Master Class 3:</b> <i>Process Driven SAP Implementation</i>	<b>BPM TUTORIAL</b>  9.00-5.00  <i>Introduction to the Principles of Business Process Management</i>
	<b>Master Class 2:</b> <i>But We Don't Build Cars – Managing Service Processes</i>		
	<b>Drinks &amp; Discovery:</b> Join your fellow attendees to compare notes and exchange ideas over a quiet drink.		

## DAY TWO: BPM MASTER CLASSES

<b>TUESDAY</b> <b>4TH AUGUST</b> 9.00-12.30  1.30-5.00  5.00-7.00	<b>Master Class 4:</b> <i>Selling BPM</i>	<b>Master Class 5:</b> <i>Measuring &amp; Reporting Process Performance Using ARIS and Oracle BPA</i>	<b>Master Class 6:</b> <i>Process Driven Enterprise Architecture</i>
	<b>Master Class 7:</b> <i>Business Rules and Business Processes</i>	<b>Master Class 8:</b> <i>ECM and BPM</i>	<b>Master Class 9:</b> <i>SOA Governance</i>
	<b>Drinks &amp; Discovery:</b> Join your fellow attendees to compare notes and exchange ideas over a quiet drink.		

## DAY THREE: CONFERENCE

<b>WEDNESDAY</b> <b>5TH AUGUST</b>  8.00-7.30      5.30-8.30	<b>Welcome from the Co-Chairs,</b> Professor Michael Rosemann and Roger Tregear
	<b>Realising the Benefits of BPM</b> the importance of process-centric thinking and management
	<b>The Discipline of BPM</b> critical success factors in creating a process-centric ecosystem
	<b>Succeeding With Process</b> case study presentations from the winners of the 2009 The BPM Awards
	<b>Measuring Process Performance</b> establishing the need, tracking the change, proving the benefit
	<b>The Idea of Process</b> reflections on the key issues of effective process management
	<b>Conference Day 1 Wrap</b>
<b>Relax &amp; Review:</b> Partner Showcase and Networking	

## DAY FOUR: CONFERENCE

<b>THURSDAY</b> <b>6TH AUGUST</b>  8.00-5.00    5.00-6.30	<b>Delivering Impact</b> done deals, proven cases for BPM
	<b>Process Change Management</b> making the To Be the new As Is
	<b>The Impact of Process Modelling</b> all models are wrong, some are useful
	<b>Future Impact</b> surveying the future of BPM
	<b>Conference Wrap</b>
	<b>Relax &amp; Review:</b> Partner Showcase and Networking



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# DAY ONE: Program Details

MONDAY 3RD AUGUST

9.00-5.00	<b>BPM Tutorial:</b> <i>Introduction to the Principles of Business Process Management</i> 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.  Martin Flaig, Consulting Principal, Leonardo Consulting Dr Phillip Kazanis, Senior Consultant, Leonardo Consulting	
9.00-12.30	<b>Master Class 1:</b> <i>Standardising Business Processes</i> In a perfect (process) world the same process would be executed exactly the same way throughout an organisation. Standardisation of processes offers many benefits. In reality, most organisations do not reach this level of standardisation. Indeed, many do not even want to try. For them, the arguments for localisation are compelling. The polar opposites of centralised control and loosely-coupled association pose significant challenges for many organisations. How can we resolve the tension between the competing cases for standardised global processes versus locally optimised processes?  Lida du Plessis, Senior Consultant, Leonardo Consulting  with case study presentation by: Gaby Doebeli, Process Design Adviser, Queensland Rail	<b>Master Class 3:</b> <i>Process Driven SAP Implementation</i> Implementing or upgrading SAP is often costly and disruptive. In this full day Master Class we examine the latest tools, approaches and techniques that dramatically reduce risk and cost while maximising innovation. The class will cover solutions across the project lifecycle: scope definition, solution design, implementation, testing, training and ongoing support. Central to this unique Master Class will be presentation and discussion of scenarios, case studies and demonstrations of what is needed to ensure project success.  Alastair Brooke, Consulting Principal, Leonardo Consulting Carmen Wieckhorst, Consulting Director, Leonardo Consulting  with case study presentations.
	12.30-1.30	Lunch
1.30-5.00	<b>Master Class 2:</b> <i>But We Don't Build Cars – Managing Service Processes</i> Discussion of process frequently assumes a manufacturing model. This can inhibit process thinking for those who deliver services and find no resonance in stories about efficient manufacturing processes. If I run a hotel or develop social policy, what do I care about how cleverly Toyota makes cars? In manufacturing processes there is usually fixed content, method and sequence. This is not the case in delivering services. How can we make BPM more relevant in the service delivery world?  Roger Tregear, Consulting Director, Leonardo Consulting with Gavin Bartlett, National Systems Manager, Leighton Contractors	<b>Master Class 3 continued</b>
5.00-7.00	Drinks & Discovery	

# DAY TWO: Program Details

TUESDAY 4TH AUGUST

9.00 -12.30

## Master Class 4:

### *Selling BPM*

**What** are the compelling benefits of BPM? **Why** should organisations commit to BPM? **When** will the benefits be delivered? **Where** should we start to sell BPM? **Who** is most likely to support BPM? **How** should we gather and sustain BPM support? These questions will be addressed with a novel mix of presentation, discussion and group work using the powerful Lotus Blossom technique.

Carmen Wieckhorst, Consulting Director, Leonardo Consulting

with case study presentation by:  
Garth Walter, Manager Corporate Planning, Water Corporation

## Master Class 5:

### *Measuring & Reporting Process Performance Using ARIS and Oracle BPA*

BPM is all about management! If we cant measure it, I cant manage it. We have modelled our processes...whats next? How do I make the content useful to different stakeholders in the business? This Master Class will describe specific tools and techniques to capture process information and then exploit the repository to provide business value. Delegates will discuss a mixture of case studies and worked examples ranging across a full spectrum of complexity, capacity and maturity.

Craig Bekker, Senior Consultant, Leonardo Consulting  
Alastair Brooke, Consulting Principal, Leonardo Consulting

with case study presentations.

## Master Class 6:

### *Process Driven Enterprise Architecture*

What is Enterprise Architecture (EA)? EA takes on many forms and there are many different definitions and expectations. Why should it be used? How do we start? Where do we start? In this Master Class we define EA from a process driven perspective. Using a practical case study, we will explore a standard methodology and set of tools that are part of an extended concept of Business Architecture.

Jozua Haumann, Consultant, Leonardo Consulting

with case study presentation by:  
Christine Stephenson, Manager - IT Enterprise Architecture, Emirates, Dubai

12.30 -1.30

Lunch

1.30-5.00

## Master Class 7:

### *Business Rules and Business Processes*

To manage both business processes and business rules is to "separate the know from the flow". Business processes show activity flow and business rules provide resources for decision making. There is increasing emphasis on the combination of processes and rules. Standards activities give us guides such as the OMG's Semantics of Business Vocabulary and Business Rules (SBVR). In this Master Class we will explore the intersection of rules and processes. Presentation of theory will be complemented by case studies and group activities.

Martin Flaig, Consulting Principal, Leonardo Consulting

with case study presentation by:  
Stephen Klineburg, Process Design Manager, Woolworths Ltd

## Master Class 8:

### *ECM & BPM*

Many organisations are integrating the techniques and tools of Enterprise Content Management (ECM) and Business Process Management (BPM). Such integration creates a collaborative environment for effective management of change resulting from variation in legislation, policy or procedure. This is an important topic in both the public and private sectors and goes to the heart of knowledge, people, process and performance management. This Master Class will use specific solutions underpinned by Oracle BPA, ARIS and MS Sharepoint.

Alastair Brooke, Consulting Principal, Leonardo Consulting

with case study presentations.

## Master Class 9:

### *SOA Governance*

As organisations progress from Service Oriented Architecture (SOA) pilots to large scale and enterprise wide project deployment, a new management approach is required. This Master Class examines what is required to minimise risk and maximise benefits from such significant investments. Using worked examples, case studies and descriptions of both business and IT elements, the class will discuss an Enterprise Architecture approach to bridge between management and technology, between managers and technologists.

Mervin Chiang, Senior Consultant, Leonardo Consulting

with case study presentation by:  
Michael Plon, Business Systems Manager, Papuan Oilsearch Ltd

5.00-7.00

Drinks & Discovery



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# DAY THREE: Conference Program Details

WEDNESDAY 5TH AUGUST

7.00-8.00	<b>Registration</b> (and light breakfast)
8.00-8.05	<b>Welcome from the Co-Chairs</b> , Professor Michael Rosemann and Roger Tregear
8.05-10.00	<b>Realising the Benefits of BPM</b> <i>the importance of process-centric thinking and management</i>
8.05-8.50	<i>A Survey of Process at the Australian Bureau of Statistics</i> , Rayhana Ruzehaji, Assistant Director, Professional Practice for Business Processes Ric Clarke, Director, Enabling Technologies Judy Henson, Assistant Statistician, Prices Branch
8.50-9.20	<i>Building a BPM Ecosystem</i> , Kaye Schmidt, Senior Quality Manager, Business Efficiency and Quality, NAB
9.20-9.55	<i>Creating a New Telecom-A Work in Process</i> , Pam Robinson, Process Operations Lead, Telecom NZ
9.55-10.00	<b>ProcessDays Partner Spotlight</b>
10.00-10.30	<b>Break</b>
10.30-12.30	<b>The Discipline of BPM</b> <i>critical success factors in creating a process-centric ecosystem</i>
10.30-10.55	<i>Seeking the CSFs of BPM</i> , Professor Michael Rosemann, QUT
10.55-11.15	<i>Critical to Success</i> , Colm Cox, Enterprise Architect, Business Process Management, Charles Sturt University
11.15-11.35	<i>Building Capability</i> , Bassam Alkharashi, Deputy Director General, MeduNet, Riyadh, Kingdom of Saudi Arabia
11.35-11.55	<i>Emirates Experience</i> , Christine Stephenson, Manager IT Enterprise Architecture, Emirates, Dubai
11.55-12.25	<i>Delegate Roundtable: What are the Critical Success Factors for BPM?</i>
12.25-12.30	<b>ProcessDays Partner Spotlight</b>
12.30-1.00	<b>Break</b>
1.00-3.00	<b>Succeeding With Process</b> <i>case study presentations from the winners of The BPM Awards 2009</i>
1.00-1.15	<i>Introductions, Award Announcements and Presentations</i>
1.15-1.40	<i>BPM Award Winner: Strategic Alignment and Governance</i>
1.40-2.05	<i>BPM Award Winner: Methodologies and IT</i>
2.05-2.30	<i>BPM Award Winner: Culture and People</i>
2.30-2.55	<i>Panel Discussion</i>
2.55-3.00	<b>ProcessDays Partner Spotlight</b>
3.00-3.30	<b>Break</b>
3.30-5.30	<b>Measuring Process Performance</b> <i>establishing the need, tracking the change, proving the benefit</i>
3.30-4.10	<i>Business Performance Management Meets Soccer Performance Management</i> Joerg Klueckmann, Head of ARIS Product and Solution Marketing, IDS Scheer AG
4.00-5.00	<i>Measuring Process Performance – A Detailed Case Study</i> Fiona Krause, Chief Process Owner, Shared Service Agency, Queensland Government
5.00-5.25	<i>BPM Benefits Realisation Framework</i> , Sandeep Johal, Consultant, Leonardo Consulting
5.25-5.30	<b>ProcessDays Partner Spotlight</b>
5.30-6.00	<b>Break</b>
6.00-7.30	<b>The Idea of Process</b> <i>reflections on the key issues of effective process management</i>
	<i>The Power of Process</i> , Dr Rosalind Dubs, Deputy Vice Chancellor and Vice President (External Relations) and Registrar, University of Technology Sydney
	<i>Realisation. Discipline. Success. Measurement.</i> Speakers, panellists and delegates coming together to review the key presentation and discussion points of the day with additional time to add to, and reflect on, the ProcessDays theme of Making Impact. The Force Field Analysis technique will be used to record and give shape to our reflections. We've invited the caterers to join us in the conference room with their trays of food and drink so we can really make an impact on the idea of process!
5.30-8.30	<b>Relax and Review-Partner Showcase and Networking</b>

# DAY FOUR: Conference Program Details

## THURSDAY 6TH AUGUST

7.00-8.10	<b>Registration</b> (and light breakfast)
8.00-10.00	<b>Delivering Impact</b> <i>done deals, proven cases for BPM</i>
8.00-8.45	<i>A Culture of Continuous Improvement</i> , Carolyn Hogg, Deputy CEO Service Delivery and Emergency Management, Centrelink
8.45-9.20	<i>Better Business</i> , David Cooper, Director Information Services and Projects, Aged Care Standards and Accreditation Agency Ltd
9.20-9.55	<i>Model Evolution on an SAP Project</i> , Phil Scorah, Business Capability Manager, LeasePlan
9.55-10.00	<b>ProcessDays Partner Spotlight</b>
10.00-10.30	<b>Break</b>
10.00-12.30	<b>Process Change Management</b> <i>making the To Be the new As Is</i>
10.30-10.45	<i>Introducing the Case Study</i> , Prof Michael Rosemann, QUT
10.45-12.25	<i>Welcome Aboard (But Don't Change Anything) A Harvard Business Review Case Study Discussion</i> (By arrangement with Harvard Business School Publishing)
10.45-11.00	Delegates Read the Case
11.00-12.00	Short Presentation from six very different commentators presenting their views on the change management issue of the HBR Case Study.
12.00-12.25	Panel and Delegate Discussion
12.25-12.30	<b>ProcessDays Partner Spotlight</b>
12.30-1.00	<b>Break</b>
1.00-3.00	<b>The Impact of Process Modelling</b> <i>all models are wrong, some are useful</i>
1.00-1.30	<i>Modelling Failure</i> , Alec Sharp, Clariteq Systems Consulting Ltd, Canada. Author of "Workflow Modelling: Tools for Process Improvement & Application Development"
1.30-2.00	<i>The Practice of Process Modelling</i> , Dr Jan Recker, Senior Lecturer, Business Process Management Cluster, QUT
2.00-2.30	<i>Modelling for a Purpose</i> , Carmen Wieckhorst, Consulting Director, Leonardo Consulting
2.30-2.55	<i>Practitioner Spotlight. A practitioner panel discussing: "the most important things I've learned about process modelling are ..."</i>
	Frank Fletcher, Business Process Design Branch, Centrelink
	Jamie Cornes, Process Architect, Suncorp
	Craig Westbury, Process Improvement Specialist, Business Improvement - Financial Services, BHP Billiton
2.55-3.00	<b>ProcessDays Partner Spotlight</b>
3.00-3.30	<b>Break</b>
3.30-4.30	<b>Future Impact</b>
	Professor Michael Rosemann, Professor for Information Systems & Co-Leader, BPM Research Group, Queensland University of Technology. 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. This presentation will continue the tradition of concluding ProcessDays with Michael inspiring us all with his perspective across the broad canvas of BPM futures.
4.30-5.00	<b>Wrap Up-Final Questions, Feedback, Prize Draws, ProcessDays Review</b>
5.00-6.30	<b>Relax and Review-Partner Showcase and Networking</b>

# Why You Should Attend



At Leonardo ProcessDays you will not only be learning from world-renowned subject matter experts and leading solution providers, but also from your peers. Tailor the full program to suit your particular requirements and interests. Gain insights from your peers about their challenges, best practices and lessons learned across many industries and the public sector.

## Attend Leonardo ProcessDays 2009 to:

- understand process-based management
- learn from world-renowned experts
- network with your BPM peers
- gain cross-industry insights
- discover how to tell the process story
- know how to measure improvements
- survive the people challenges
- sell the BPM business case
- align BPM concepts to strategic planning
- appreciate the critical role of technology

## Registration

There are 2 easy ways to register:

1. Online: [www.leonardo.com.au](http://www.leonardo.com.au)
2. Phone: +61 (0)2 9211 1719

## Location

Sydney Masonic Centre (SMC), 66 Goulburn Street, Sydney, Australia. ([www.smc.au.com](http://www.smc.au.com))

## Pricing

Tutorials & Master Classes-3 & 4 August 2009  
**A\$500 (+GST) PER DAY** gives you access to all events on the day.

Conference-5 & 6 August 2009  
**A\$1950 (+GST)** gives you access to the two days of the conference.

## Contact Us

Phone 02 9211 1719 or email [h.hall@leonardo.com.au](mailto:h.hall@leonardo.com.au)



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Leonardo ProcessDays Partners for 2009:

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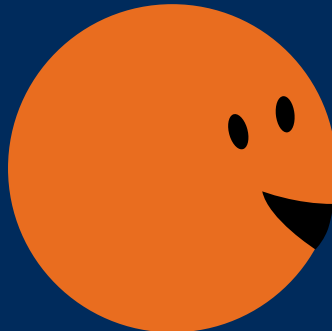
AFFILIATES



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