



ENHANCED PERFORMANCE. ENDURING RESULTS.

# Certificate in Business Process Management

## PROGRAM OVERVIEW

*“BPM is a business discipline or function that uses business practices, techniques and methods to create and improve business processes.”*

*Peter Fingar, Management Guru and BPM Expert*

Business processes and their improvement have long been of interest in organizations, and the industry has evolved over the years to be more proactive and less reactive in optimizing them. From the days of Industrial Engineering to the Total Quality (TQM) movement to Six Sigma and beyond, organizations have endeavored to manage processes as an asset. The field of Business Process Management (BPM) has emerged to address this need and help organizations capture additional value from their processes.

Specialized roles such as Process Analyst, Process Owner, BPM Program Manager, etc. have emerged to provide specialized resources to carry out the promise of BPM. Our certificate program provides both comprehensive and focused training for Process Analysts, Process Owners, BPM Program Managers, Business Analysts, and others. It is aligned with the industry best practices adopted from Lean, Six Sigma, and the Business Process Management Common Body of Knowledge (BPM CBOK®) as developed by the ABPMP (Association of BPM Professionals).

At a broad level, our certificate program will help attendees:

- Learn an industry standard framework for managing and improving business processes.
- Develop process skills such as process analysis and process improvement.
- Apply basic facilitation and change management skills to assist the adoption of new and improved processes.

Our program complements the Watermark Learning Project Management and Business Analysis Certificate programs. Like those other programs, our BPM skill development sets the stage to take advantage of any technologies that a given organization may use. Our programs are also methodology-neutral, giving learners the ability to be flexible and apply it in a variety of organizations.

**Productivity is Enhanced with Mature Project, Process, and Product Management**



Our Business Process Management program provides skill development in the third branch of our “productivity triangle.” The “Productivity Triangle™” helps organizations increase their overall productivity through:

- a) Key **Projects** to introduce new capabilities using project management,
- b) New and Improved **Products**, made more effective through business analysis, and
- c) Optimized **Processes** that BPM will foster.

A focused and inter-connected program to obtain critical BPM skills quickly.

**Program length: 5 Days Total**

**3.5 CEUs, granted by Auburn University.**

**35 PDUs or CDUs, granted by PMI and IIBA.**

**Certificate in Business Process Management**

- 1. Getting Started in Business Process Management..... 1 Day
- 2. Business Process Modeling ..... 2 Days
- 3. Business Process Improvement..... 2 Days

## CERTIFICATE IN BPM COURSES

*Specialized roles such as Process Analyst, Process Owner, BPM Program Manager, etc. have emerged to provide specialized resources to carry out the promise of BPM.*

### 1. Getting Started in Business Process Management | 1 Day

Are you curious about what Business Process Management (BPM) is? Do you need to be more of a process thinker but not sure how to get there? BPM is a focused approach that strategically aligns, integrates, and manages end-to-end enterprise business processes. The Watermark Learning course Getting Started in Business Process Management provides the key components, terminology, and techniques that will help you begin to drive innovation and optimize processes within your organization. This class provides the right combination of theory and practical information to help you immediately start improving your organizational performance through processes.

**Key Learning** in this class includes:

- Acquire the mindset of process thinking to solve business problems.
- Understand strategic business alignment with processes, including an introduction to business architecture.
- Learn the basics of an industry-standard BPM framework that encompasses Process Modeling, Process Analysis and Design, Process Performance Management, and Process Transformation.
- What it takes to leverage process assets through integrating business rules, projects, and process analysis.

### 2. Business Process Modeling | 2 Days

A critical skill in Business Process Management for all process analysts and business analysts is to model business processes. It is the foundation for process analysis, process design, and overall communication and management about business processes within the organization.

This course explores the value of and uses for modeling business processes, the essential steps to process modeling, and the critical success factors for making the effort successful. It provides a practical framework for understanding and modeling business processes whether it is to document, improve, and/or automate them. The course supports the ABPMP's Body of Knowledge and provides training in traditional flowcharting techniques as well as use of BPMN – the Business Process Modeling Notation.

*"I'm glad our company chose  
to make the investment to do  
Process Modeling right - will  
make all the difference in the  
world for my projects!"*

*Barbara Auerbach, General  
Board of Pensions-United  
Methodist Church*

**Key Learning** in this class includes:

- Use of a process modeling framework and context models to organize, illustrate, and provide context for processes.
- Framing of processes boundaries to ensure completeness and how that can make your modeling more productive.
- Use of industry-standard notation for mapping business processes– traditional ISO and BPMN notation.
- Understanding the different views a business processes can depict, including "AS-IS" and "TO-BE" process maps.
- Refining of process maps to appropriate levels of detail to permit thorough analysis and to handle complexity.
- Creating and analyzing dependency models to supplement process models.

### **3. Business Process Improvement | 2 Days**

A key activity in business process management is the improvement of business processes. It is the main way in which business can achieve a noticeable return on investment for analyzing and managing its processes.

This course builds on the Business Process Management framework identified in the Getting Started with BPM course, and focuses on the steps for identifying, analyzing, and improving processes. Part of the course could be called "Business Process Analysis" and includes numerous techniques for understanding and analyzing the root cause of process problems. The course also provides tools for the process analyst to be able to improve, measure, and control process changes.

**Key Learning** in this class includes:

- Using a repeatable Process Improvement framework you can use to continually improve business processes.
- Leveraging "AS IS" process maps to understand and document current processes.
- Use of appropriate metrics to measure and monitor process performance.
- Analyzing the root causes of process problems, using industry-standard techniques.
- Discovering opportunities for improvement and design/model efficient and effective "TO BE" processes.
- Proposing of projects that lead to successful Implementation of process changes.

### Pricing

**Certificate Program** **\$2450.00 USD**

**Save \$1290.00** with a program vs. individual courses—  
includes CEUs from Auburn University.

### Individual Courses

Getting Started in BPM	\$750.00
Business Process Modeling	\$1495.00
Business Process Improvement	\$1495.00
<b>TOTAL:</b>	<b>\$3740.00 USD</b>

For more information or to register, please contact us:

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