

# IPAPI

International Process and Performance Institute

## 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

#### Optimize (day 1)

- ❖ New observations lead to new insights and new ways of challenging process. We will challenge a process in-class with the observations we build and establish its performance baseline.
- ❖ Our "outcome" is a set of recommended actions and their effect on process. We will test our actions against our baseline and quantify the degree of improvement in Causes of Work and Points of Failure

#### Align (Day 2)

- ❖ On day 2 we will learn to build the customer perspective from their point of view (outside-in). We will do this with an in-class exercise and apply it to the 2<sup>nd</sup> case study.
- ❖ To be able to act on the customer we have to run that perspective into actionable (SCO) statements... statements the process can be aligned against.
- ❖ Will we then craft the Process Activity List Model of the process, making sure to capture the customer experience.
- ❖ With SCO statements and the PAL Model in place, we will identify process diagnostics, establish the baseline, challenge the process, align our actions with SCO statements, and quantify alignment plus optimization.

#### The CEM Method



Courtesy of the International Process and Performance Institute  
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#### Innovate (Day 3)

- ❖ On day 3 we will use the 3<sup>rd</sup> case study to challenge every aspect of the customer experience.
- ❖ In doing so, we will push ourselves into a unique series of challenges that will require us to move into an innovative state as we seek unique actions for each Moment of Truth of the process.
- ❖ With the landscape of possible changes (or new shapes) in hand, we will assess their impact on customer value.
- ❖ We will complete the exercise by producing the Strategic Process Landscape of the process for case study 3.

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## International Process and Performance Institute

Suite 400

611 South Main Street  
Grapevine, Texas 76051

Phone 888-892-2221