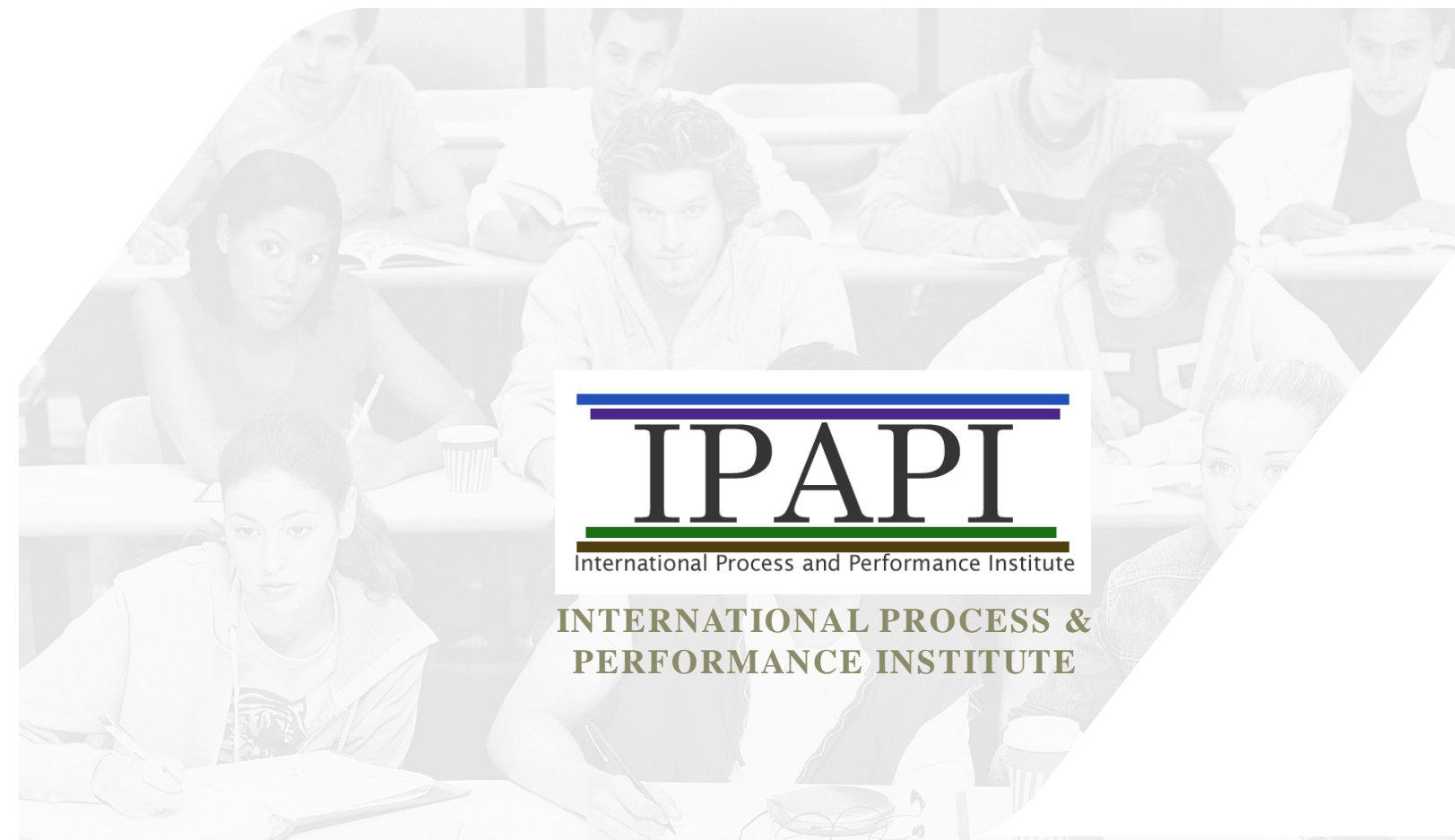


PROFESSIONAL TRAINING &
CERTIFICATION IN THE ADVANCED
TECHNIQUES OF PROCESS
MANAGEMENT

CP+ / CPP / CPM / CPD / CPE

IPAPI PROCESS MANAGEMENT
FRAMEWORK BROCHURE



INTERNATIONAL PROCESS &
PERFORMANCE INSTITUTE



A TRADITION OF EXCELLENCE

IPAPI IS A RECOGNIZED LEADER IN RESEARCH AND EDUCATION DEVELOPMENT. ALL OF OUR PROGRAMS ARE BASED ON EXTENSIVE FIELD EXPERIENCE AND BACKED BY HANDS-ON CASE STUDY WORK.

The International Process and Performance Institute is a global leader in research, analysis, and development of advanced techniques in business and process management. From the boardroom to the front lines, IPAPI's educational programs help dramatically improve customer satisfaction, accelerate personal careers, create business success, and foster employee pride and loyalty. We are different. We understand that the only way to successfully compete in today's global markets is to challenge the status quo. At IPAPI, we are

revolutionizing the way people do work. In our programs, we teach techniques deeply rooted in human psychology and sociology. We know that human capital is the most important asset an organization can have, and our programs are specifically developed to increase the ability of people to observe, assess, and challenge the work they do to produce three things: Enhanced customer satisfaction, decreased costs, and increased revenue. We help people "see the difference" and then "make a difference."

PREPARING FOR YOUR CAREER

WHAT DO YOU WANT TO ACHIEVE? WHETHER YOU SEEK TO IMPROVE EXISTING SKILLS... ARE CHARTING A CAREER PATH... OR PREPARING TO BE A GREAT CEO...

we can help. Our Process Management Framework covers the A to Z of process management and business operation. From Certified Practitioner in a targeted focus area (optimization, alignment, innovation) to Certified Process Expert adept at all aspects of process management, our Process Management Framework is there to help. We help individuals and organizations on a global basis build the skills they need to succeed on specific improvement of an existing process to the creation of an entirely new customer value proposition that changes the existing market forever.



THE OPPORTUNITY TO SUCCEED

MORE THAN ANYTHING ELSE, WE HELP PEOPLE TO SUCCEED BY INCREASING THEIR ABILITY TO OBSERVE, ASSESS, CHALLENGE, AND INNOVATE ON THE WORLD AROUND THEM.

There is only one way to truly solve any problem. You must find its ROOT CAUSE and ELIMINATE it. Doing anything else is limiting your potential to succeed. We give people the opportunity to succeed by teaching them the techniques they need to make those critical root cause observations and then eliminate them. This is the key to enhancing customer satisfaction, decreasing costs, and increasing revenue – simultaneously – in everything you do.

HOW FAR CAN YOU GO?

Can you imagine leading a business with solid business growth that dramatically improved customers' lives while fostering employee pride and loyalty – all at the same time? Now you can. With lessons learned from many of the greatest leaders of our times, we help you achieve your highest personal and business goals with nobility and pride.



COMPETENCY-BASED CERTIFICATION

EXPERIENCE THE IPAPI DIFFERENCE WITH COMPETENCY-BASED EDUCATION TO PUT WHAT YOU LEARN TODAY TO WORK TOMORROW.

The International Process and Performance Institute believes education that is based on creating participant competency. Our education programs are specifically designed to impart the skill and ability needed for participants to immediately apply what they have learned to their work-related activities. To this end, the Institute's programs focus heavily on hands-on activities, case studies, and actual application of techniques to real-world scenarios in each class.

We know that "knowing" isn't the same as "doing." Our Certification program is driven

entirely by activities and assessment that ensures those being granted IPAPI Certification are able to put that knowledge to work. There are no prescriptive answers to these problems, only innovative solutions that target and then eliminate the very Causes of Work and Process Points of Failure.

Our Certifications are granted only upon review and acceptance of work completed by an IPAPI Certified Coach. We mean what we say when telling students they are here not just to learn, but to show us they are competent in being able to "do."

CERTIFIED PRACTITIONER

CP+O (optimization)
CP+A (alignment)
CP+I (innovation)

CERTIFIED PROCESS PROFESSIONAL

CPP
IPAPI CEM Method™
Optimize
Align
Innovate

CERTIFIED PROCESS MANAGER

Customer-centric Architecture
Process Strategy
Process Management

CERTIFIED PROCESS DIRECTOR

Process Center of Excellence
Process Culture Development
Program Management
Strategic Planning

CERTIFIED PROCESS EXPERT

Certified Process Professional
Certified Process Manager
Certified Process Director
Contribution to Community
Peer Review

IPAPI PROCESS MANAGEMENT FRAMEWORK



Certified Process Expert

Title: Certified Process Expert (CPE)
Programs: community contribution, peer review
Certification criteria: case study assessment by Certified Coach

CPP - Certified Process Professional in Good Standing
CPM - Certified Process Manager in Good Standing
CPD - Certified Process Director in Good Standing
Contribution to community
Peer review



Certified Process Manager

Title: Certified Process Manager (CPM)
Programs: 2 day training course
Certification criteria: case study assessment by Certified Coach

ENTERPRISE ARCHITECTURE - Creating goals explicitly linked to success and drive uniformity of purpose behind those goals.
PROCESS STRATEGY - Process strategy for customer retention, relationship expansion, and market share growth
PROCESS MANAGEMENT - Using organizational “health” measures, protecting process gains, and promoting organizational behaviors that support goals.



Certified Process Director

Title: Certified Process Director (CPD)
Programs: 2 day training course
Certification criteria: case study assessment by Certified Coach

CENTER OF EXCELLENCE - Developing the process Center of Excellence
PROCESS CULTURE - Fostering process culture and managing its growth across the enterprise
PROGRAM MANAGEMENT - Managing the enterprise process program
STRATEGIC PLANNING - Using strategic planning for developing the enterprise strategic road map



Certified Practitioner +

Title: Certified Practitioner+ (CP+O, CP+A, CP+I)
Programs: 1 day workshops | online (three workshops/online modules)
Certification criteria: case study assessment by Certified Coach

- 1) OPTIMIZATION - Analyze, assess, and identify actions that will eliminate Causes of Work and Process Points of Failure for any process
- 2) ALIGNMENT - Model and capture customer experience/desired outcome. Analyze, assess, and identify actions that Align + Optimize process
- 3) INNOVATION - Innovate on customer processes to create the Process Innovation Landscape for strategic planning/value creation



Certified Process Professional

Title: Certified Process Professional (CPP)
Programs: 3 day training course | online (alternate all three CP+ programs)
Certification criteria: case study assessment by Certified Coach

OPTIMIZATION - Analyze, assess, and identify actions that will eliminate Causes of Work and Process Points of Failure for any process
ALIGNMENT - Model and capture customer experience/desired outcome. Analyze, assess, and identify actions that Align + Optimize process
INNOVATION - Innovate on customer processes to create the Process Innovation Landscape for strategic planning/value creation



CERTIFIED PRACTITIONER +

PROCESS OPTIMIZATION (CP+O)

Certified Skill - Analyze, assess, and identify actions that will eliminate Causes of Work and Process Points of Failure for any process.
Job Functions - People tasked with improving the way work gets done on processes that are already documented.

PROCESS ALIGNMENT (CP+A)

Certified Skill - Model and capture customer experience/desired outcome. Analyze, assess, and identify actions that Align and Optimize process.
Job Functions - People tasked with improving customer satisfaction, revenue growth, profitability, and customer loyalty.

PROCESS INNOVATION (CP+I)

Certified Skill - Innovate on Customer processes to create the Process Innovation Landscape for Strategic Planning/ Value Creation.
Job Functions - People tasked with creating increased customer value, market leadership, or Strategic Analysis Insights in Process.

CERTIFIED PROCESS PROFESSIONAL

CERTIFIED PROCESS PROFESSIONAL

Certified Skill - Knowledge of the complete IPAPI CEM METHOD™ imparting the ability to know when and how to Optimize, Align, and/or Innovate on process as needed to achieve organizational goals including:

- Analyze, assess, and identify actions that will eliminate Causes of Work and Process Points of Failure for any Process. (CP+O).
- Model and capture customer experience/desired outcome. Analyze, sssess, and identify actions that Align and Optimize process (CP+A).
- Innovate on customer processes for strategic planning/ value creation (CP+I).

Job Functions - People tasked with a broad range of Process and/or Business initiatives including the solving of Business Problems including:

- People tasked with improving the way work gets done on processes that are already documented.
- People tasked with improving Customer Satisfaction, Revenue Growth, Profitability and Customer Loyalty.
- People tasked with creating increased Customer Value, Market Leadership, or Strategic Analysis Insights in Process.



CERTIFIED PRACTITIONER
Accelerated workshops (1 day)
www.ipapi.org/workshops.php

Online training:
www.ipapi.org/online_training.php

Available as in-house training
Call 888-892-2221

CERTIFIED PROCESS PROFESSIONAL
3 day open courses
www.ipapi.org/open_courses.php

Online training:
www.ipapi.org/online_training.php

Available as Inhouse Training
Call 888-892-2221

CERTIFIED PROCESS MANAGER

Certified Skill

ENTERPRISE ARCHITECTURE

- Understand the four levels of customer-centric process architecture.
- Use process architecture to create uniformity of purpose, common goals, and transparency.
- Use process architecture to translate business goals into actionable programs.

PROCESS STRATEGY

- Apply strategy at customer touch points to increase customer satisfaction and value.
- Use of process strategy for internal buy-in and to achieve functional goals and objectives.
- Use strategy techniques as a way to define, refine, and deliver on value-added goals.

PROCESS MANAGEMENT

- Use SCO KPIs as vital “health measures” to ensure process gains are protected.
- Employ auditing techniques to identify where inefficiencies have been reintroduced.
- Propagate behaviors that naturally promote process efficiency and “fitness of use” quality.

Job Functions - People tasked with process leadership, enterprise process management, and strategy planning.

CERTIFIED PROCESS DIRECTOR

Certified Skill

PROCESS CENTER OF EXCELLENCE

- Define what the Center of Excellence will deliver to the organization.
- Develop the project plan for building the Center of Excellence.

PROCESS CULTURE DEVELOPMENT

- Understand what process culture is and how it affects the enterprise.
- Use educational techniques to foster process culture across the enterprise.

PROCESS MANAGEMENT

- Define the process program and build the program management plan.
- Use the Process and Performance Maturity Matrix to assess program results.

STRATEGIC PLANNING

- Use the advanced techniques of SCO mindmapping to develop strategic plans for market growth, market expansion, creation of new markets, and business evolution.

Job Functions - People tasked with developing an evolving process, and customer-centric organizational culture.

CERTIFIED PROCESS EXPERT

CERTIFIED PROCESS PROFESSIONAL (CPP)

CERTIFIED PROCESS MANAGER (CPM)

CERTIFIED PROCESS DIRECTOR (CPD)

RECOGNIZED CONTRIBUTOR TO PROCESS COMMUNITY

ACKNOWLEDGEMENT BY IPAPI PEER REVIEW BOARD OF EXPERT STATUS

Certified Skill - Proven leadership in all facets of process management, significant contributor to the process community and acknowledgement by peers.

CERTIFIED PROCESS MANAGER
2 day open courses
www.ipapi.org/open_courses.php

Online training:
www.ipapi.org/online_training.php

Available as in-house training
Call 888-892-2221

CERTIFIED PROCESS DIRECTOR
2 day course

Available as in-house training
Call 888-892-2221

CERTIFIED PROCESS EXPERT
Successful certification at CPP, CPM, and CPD levels

Submission of contribution history to IPAPI

Schedule and review by IPAPI review board

WHAT THEY SAY ABOUT OUR EDUCATIONAL PROGRAM...

► We are now well underway with a number of implementation projects in which we are using the CPP methodology to help customers identify weaknesses in their processes, and then means by which they could improve.

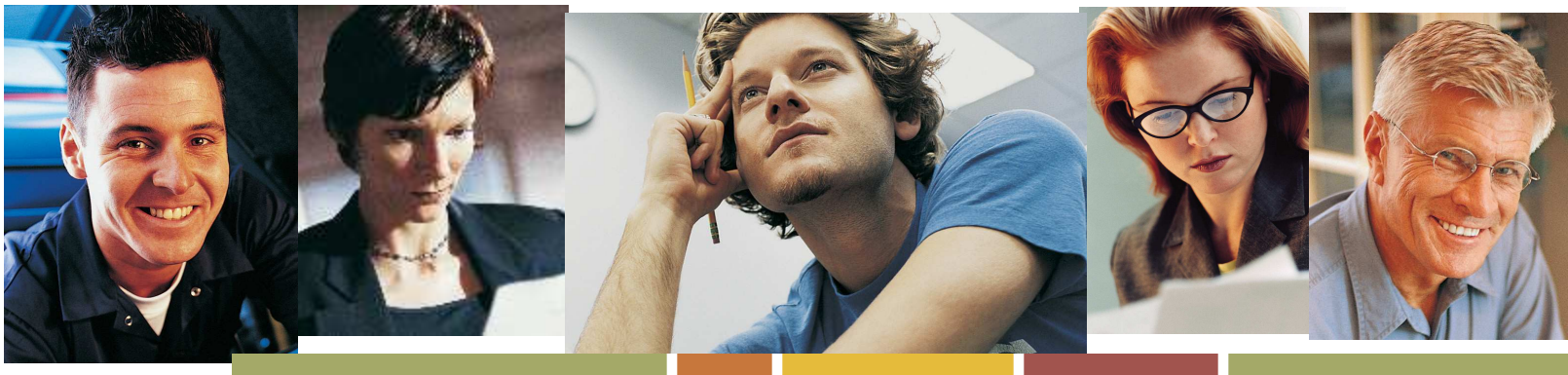
Richard, Consultancy Team Manager, MIDLANDHR

► We started incorporating the method into our consulting practice the day we returned to the office...

Managing Director, Global Retail Consultancy

► We now have a process tool set that enables us to make a clear case for moving past current state analysis and into process improvement/redesign - which in the end is what makes the difference.

Maren Franklin, Performance Consultant, Scottsdale Insurance Company



► Your Program stands head and shoulders above the others for its convenience and commonsense approach. Thank you for bringing BPM to the next level!

Rachel Aukes, Strategy Consultant, Wells Fargo Financial

► Just a quick note: in the past month, we used this new process on a large project. We demonstrated dramatic results in a very short period of time.

Sheila, Requirements Architect Consultant, Hallmark Cards, Inc.



**INTERNATIONAL PROCESS &
PERFORMANCE INSTITUTE**

CORPORATE HEADQUARTERS

Suite 400, 611 South Main Street, Grapevine, Texas 76051
888-892-2221 www.ipapi.org

The International Process and Performance Institute is the world leader in advanced Process Management Techniques

If you are looking to be the best, then you should train with the best – and that is the International Process and Performance Institute.

Our newly released Process Management Framework uses techniques, workshop templates and evolutionary concepts to dramatically improve your success. These major advancements in our program (the Process Management Framework) have been developed by our dedicated Directors and members exclusively for our Institute.

We are the leaders in customer-centric process management, the identification and elimination of process Causes of Work, Points of Failure and Process Risk.

And we are ready to help you become a leader in the advanced techniques of process management that deliver on the triple-crown of increased revenues, enhanced customer satisfaction, and decreased operating costs.

Your journey to success starts here, with the International Process and Performance Institute.

IPAPI PROCESS MANAGEMENT FRAMEWORK BROCHURE

VISIT US ON THE WEB AT:

WWW.IPAPI.ORG

OPEN COURSES

www.ipapi.org/open_courses.php

ONLINE TRAINING

http://www.ipapi.org/online_training.php