



## The World's First "OUTSIDE-IN" Conference

### Bridging the Gap

*Bridging the Gap; an interactive program building the skills and knowledge to drive business success through the application of technology.*



March 12<sup>th</sup> -15<sup>th</sup>, 2007  
Arlington, Texas

Founded on "Outside-In"  
thinking – the true  
Perspective of the  
Customer

4 Days of Interactive  
Learning

Guided by Thought  
Leaders, working with  
Industry Experts

To Empower participants  
in the delivery of Business  
Success

Bizchange.com  
events@bizchange.com

Business... Technology... are they truly aligned?

Or is something getting "lost" in the translation?

Is there a "gap" in your organization that gets in the way of creating success – real business success?

Would you like to bridge that gap... creating explicit alignment between business goals and the application of technology?

...then join us at the Bridging the Gap event in Arlington, Texas where you will...

- Gain insight into the Business Influences Driving Business Strategy
- Understand the Characteristics Businesses Must Have to Succeed
- Learn Why IT Staff are the People who should Bridge the Gap

Registration is available online at [http://www.bpmg.org/gbpf\\_registration.php](http://www.bpmg.org/gbpf_registration.php)




## The World's First "OUTSIDE-IN" Conference

### Bridging the Gap

Then Learn how to Bridge the Gap by...

- Becoming a "Business Goals Translator"
- Applying Unique Approaches to the Modeling of Processes & Services
- Employing Leading Edge Techniques for RPSD (Rapid Process/Service Development)
- Placing Architectural Concerns into their proper perspective to gain Flexibility and Agility
- Understanding the Real Role of Governance and how it Supports the "Agile & Adaptive" Enterprise
- Placing all these Elements into a "World View" that Empowers you to Deliver Success to your Business



March 12<sup>th</sup> -15<sup>th</sup>, 2007  
Arlington, Texas

Founded on "Outside-In" thinking – the true Perspective of the Customer

4 Days of Interactive Learning

Guided by Thought Leaders, working with Industry Experts

To Empower participants in the delivery of Business Success

Bizchange.com  
events@bizchange.com

### Targeted At

- Systems Architects
- IT Managers
- Product Developers
- IT Analysts
- Business Analysts
- Consultants
- CIOs and CTOs
- Process Owners, Stakeholders, and Process Experts
- and anyone else that desires to understand how technology should be used to support business goals


Registration is available online at [http://www.bpmg.org/gbpf\\_registration.php](http://www.bpmg.org/gbpf_registration.php)



## The World's First "OUTSIDE-IN" Conference

### Thought Leaders – Leading the Change

Bizchange Thought Leaders are internationally recognized as the key figures behind building business success in the 21<sup>st</sup> Century Global Economy. These world class coaches and mentors are your "guides" on your personal journey in "Bridging the Gap."



March 12<sup>th</sup> -15<sup>th</sup>, 2007  
Arlington, Texas

Founded on "Outside-In" thinking – the true Perspective of the Customer

4 Days of Interactive Learning

Guided by Thought Leaders, working with Industry Experts

To Empower participants in the delivery of Business Success

Bizchange.com  
events@bizchange.com



Peter Fingar is a leading global thought leader in BPM, the emerging global economy, and competitive business evolution. Peter will help place Business Issues and Business Success characteristics into perspective.



Steve Towers is the "Guru of BPM", the CEO of the BPM Group and the leader in "outside-in" thinking in this Age of the Customer. Steve will help us find clarity on Business Goals, Business Goal Translation, Modeling, and Achieving Business Success.



Charles Faulkner joins the Bizchange event with one purpose in mind – to shake us up. A world leader in the field of NLP, Charles will help us gain new perspectives on how we understand Goals, Models, Translation, Success, and much more.



Terry Schurter is the CTO of the BPM Group, a noted thought leader in BPM and is the founder of CEM (Customer Expectation Management). Terry will help crystallize our thinking around the role of applied technologies in support of Business Success.

Registration is available online at [http://www.bpmg.org/gbpf\\_registration.php](http://www.bpmg.org/gbpf_registration.php)



## The World's First "OUTSIDE-IN" Conference

### Break Out and Build

After each topic is introduced by the Thought Leaders, attendees will "break out" into small, interactive sessions with their peers to work through the sub-topics that have been prepared for them.

Lead by Industry Experts specializing in the domain of the each topic, each session will identify:


- Key Elements that must be considered in each topic.
- The Actions that will produce Success.
- Contextual Reference to Real-World Scenarios.
- The Pitfalls and Traps that must be Avoided.
- Definitions to terms and expressions that eliminate confusion.

### The Bridging the Gap Wiki

Working live with the Bridging the Gap Wiki, individual session discoveries roll together from all sessions to create a "master resource" of information for the entire Bridging the Gap journey. A key takeaway from the event, all participants will be given a personal copy of the entire Bridging the Gap Wiki.

### Networking and Product Insights

Each day will end with networking opportunities between thought leaders, experts and peers. Vendors with process-centric products/services will be on hand for discussion and product demonstration as well.



March 12<sup>th</sup> -15<sup>th</sup>, 2007  
Arlington, Texas

Founded on "Outside-In"  
thinking – the true  
Perspective of the  
Customer

4 Days of Interactive  
Learning

Guided by Thought  
Leaders, working with  
Industry Experts

To Empower participants  
in the delivery of Business  
Success

Bizchange.com  
events@bizchange.com

Registration is available online at [http://www.bpmg.org/gbpf\\_registration.php](http://www.bpmg.org/gbpf_registration.php)