



Process as Strategy: An Executive Overview

Our customer's requirement for high quality products and services that meet their expectations lead us to manage our processes. As a result, process improvement is a concept that most Executives and Managers understand and see the value of. As organizations improve their processes, Executives see the need to manage those processes, and manage the interaction between processes. This leads to a process focused approach to managing an organization we call Process Based Management.

This Executive Overview addresses the key questions you may have:

- Why an Organization should focus on Processes
- How to Align Process Based Management to Strategy
- Should Process be part of Your Strategy

Our goal is to provide you the insight and understanding to ask the right questions and articulate the importance of becoming process-based. We help you focus your efforts to move your organization toward a process-based approach to management.

Are you a Manager trying to get Executive support? Use the insights to get your Executives onboard. They need to see the benefits, and understand the impact on both the organization, and your customers.

No business today can afford not to be customer focused. There is no other way to provide products and services that meet customer expectations without actively managing the processes that deliver these products and services to your customers. As a result, managing the processes in the organization, and moving to managing the organization from a process perspective is becoming a key competitive advantage.

Target Audience: Executives and Managers who can influence and impact the success of process approaches in the organization.

Location: Online, at your Desk

Time Commitment: 30-35 minutes

Cost: Free