Business Process Design for Strategic Management Course

18 – 22 October 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Why This Course

Well-designed business processes are essential for efficiency, quality, customer satisfaction, innovation, and strategic execution. When processes are unclear, outdated, duplicated, or disconnected from organizational goals, performance suffers and teams spend more time solving avoidable problems than creating value.

Business process design and management helps organizations understand how work actually flows, identify bottlenecks, improve consistency, reduce waste, and align operations with strategic priorities. It also creates a stronger foundation for automation, governance, performance measurement, and continuous improvement.

This comprehensive 1-week course equips participants with the knowledge and practical skills needed to design, analyze, optimize, and sustain effective business processes. Through frameworks, case studies, mapping exercises, improvement tools, and real-world applications, participants will learn how to redesign processes for better performance and long-term strategic advantage.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic importance of business process design and management.
- Apply key frameworks and tools for process analysis and optimization.
- Map, model, document, and evaluate business processes.
- Identify inefficiencies, bottlenecks, duplication, delays, and performance gaps.
- Design efficient, practical, and customer-focused processes.
- Apply Lean, Six Sigma, and business process reengineering principles.
- Align operational processes with organizational strategy and performance goals.
- Use process metrics, governance, and ownership structures effectively.
- Explore automation and technology enablement opportunities.
- Apply continuous improvement methods to sustain process excellence.
- Build a framework for developing a process-centric organizational culture.



The Program Flow

Day 1: Foundations of Business Process Management

- Introduction to Business Process Management and its value to organizations.
- The strategic role of business processes in performance and competitiveness.
- Understanding core, support, and management processes.
- Process modeling and mapping techniques.
- BPM lifecycle, methodologies, and success factors.
- Connecting processes with customer value and organizational goals.
- Practical exercise: Mapping a current business process.

Day 2: Process Analysis and Design

- Process analysis frameworks and diagnostic tools.
- Identifying process inefficiencies, bottlenecks, delays, and rework.
- Analyzing handoffs, responsibilities, inputs, outputs, and dependencies.
- Designing efficient and effective business processes.
- Process standardization and documentation practices.
- Creating clear roles, controls, and performance expectations.
- Workshop: Analyzing and redesigning a selected business process.

Day 3: Process Optimization and Innovation

- Lean principles for reducing waste and improving flow.
- Six Sigma thinking for reducing variation and improving quality.
- Business Process Reengineering for major transformation.
- Fostering process innovation, creativity, and fresh ways of working.
- Change management in process redesign.
- Engaging employees and stakeholders in process improvement.
- Practical exercise: Developing a process optimization and innovation plan.

Day 4: Aligning Processes with Strategy

- Strategic alignment of business processes.
- Linking process goals with organizational objectives.
- Balanced Scorecard and process performance metrics.
- Defining process ownership, accountability, and governance.
- Managing cross-functional process responsibilities.
- Building a process-centric organization.
- Workshop: Creating a process governance and performance measurement framework.



Day 5: Implementing and Sustaining Process Excellence

- Process automation and technology enablement.
- Identifying automation-ready processes and improvement opportunities.
- Continuous process improvement methodologies.
- Managing process portfolios and prioritizing improvement initiatives.
- Measuring and communicating process impact.
- Sustaining process excellence through review, ownership, and improvement cycles.
- Final activity: Presenting a business process redesign and implementation roadmap.

Individual Impact

- Strengthen your ability to analyze, design, and improve business processes.
- Build practical skills in process mapping, documentation, and optimization.
- Improve your understanding of Lean, Six Sigma, and process reengineering.
- Gain confidence in identifying bottlenecks and designing better workflows.
- Enhance your ability to connect process improvement with business strategy.
- Develop practical tools for process governance, measurement, and continuous improvement.

Work Impact

- Improve operational efficiency, quality, and consistency.
- Reduce waste, delays, duplication, and avoidable errors.
- Strengthen alignment between daily operations and strategic objectives.
- Support better process ownership, accountability, and governance.
- Improve readiness for automation and digital transformation.
- Build a culture focused on continuous process improvement and operational excellence.

Training Methodology

This program uses a practical and application-focused approach to help participants work directly with real business processes. Learning methods include:

- Interactive discussions and guided facilitation.
- Business process case studies and examples.
- Process mapping and modeling exercises.
- Bottleneck analysis and redesign workshops.
- Lean, Six Sigma, and reengineering activities.
- Process governance and performance measurement exercises.
- Group projects, peer review, and facilitator feedback.
- Practical templates, checklists, and implementation planning tools.



Beyond the Course

Upon completion, participants will be equipped to improve business processes with greater structure, clarity, and strategic focus. They will return ready to:

- Analyze and redesign core business processes.
- Align operational processes with strategic objectives.
- Apply continuous process improvement techniques.
- Build process metrics and governance structures.
- Identify opportunities for automation and innovation.
- Support a process-centric culture that improves performance and creates sustainable value.

