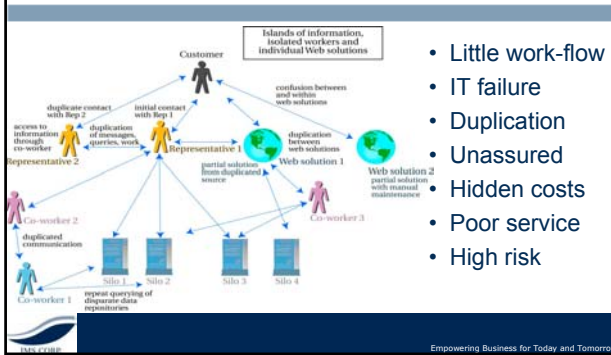


Business Processes

A Framework For Outcomes



Need to Standardise Knowledge Workers

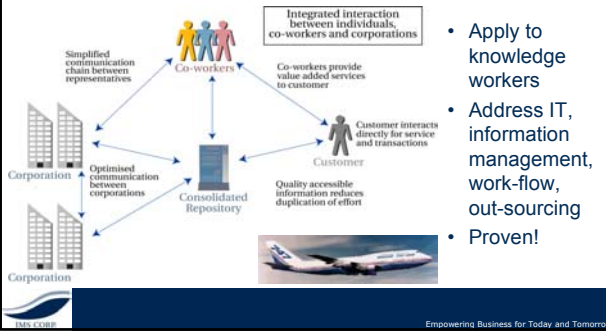


Knowledge Worker Produce the Mumbo Jet

- Where information is stored?
- What application to use?
- How to get information?
- Where to use it in the process?
- Go to the parts
- Collect parts one at a time
- Creating multiple instances of parts not required

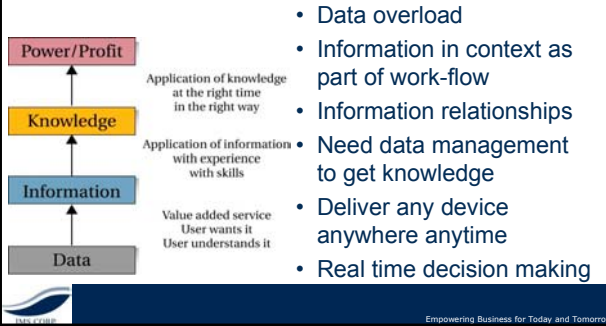


Applied to All Other Areas



- Apply to knowledge workers
- Address IT, information management, work-flow, out-sourcing
- Proven!

Wisdom Wanted



- Data overload
- Information in context as part of work-flow
- Information relationships
- Need data management to get knowledge
- Deliver any device anywhere anytime
- Real time decision making

Purpose of Process

- Outcomes
- Provide a framework for delivery
- Recipes to customise to meet need
- Only follow if of benefit
- Process and information



Audience - Task - Recipe

- Who is the audience
- What is the task they want to achieve
- What is the recipe you need to complete that task



Standard Recipes

- Standard rules for branding
- Formulas for newspapers and TV shows
- Standard techniques to handle the media
- Recipes apply to all areas
- Own the recipes & create market dominance



- McDonalds developed and owned the recipes for standardised fast food - #1
- Hungry Jacks - copies - #2
- Dominos etc. apply to different foods and have market dominance



Real Estate Sales Process



Continuous Improvement

- Regular review
- Role descriptions
- Reward
- Recognition
- Ownership
- Pipeline of improvement



Performance Measurement

- Values focused, empower delivery, reflect mission outcomes
- Need to be clearly defined, easily measured and quantitative
- Realistic - not demoralising and degrading
- Define criteria for success
- Become minimum standard to operate too
- Not encourage contrary activity
- Not a limit on performance



Questions