

# BrainStorm CHICAGO Keynotes



## Day 1

Tuesday, April 10



### MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC, AGILE ENTERPRISE



Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group, & Editorial Director, BPMInstitute.org

Featuring: Brett Champlin, CCP, CDMP, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; Barbara von Halle, Founder, KPI; Bruce Silver, Principal, Bruce Silver Associates; William Ulrich, President, Tactical Strategy Group; and Alan Ramias, Partner, Performance Design Lab

BrainStorm Group prides itself on providing education and programs on the issues most important to business and IT executives. This is done through a collaborative process with the thought leaders from each community we serve (i.e. BPM, SOA, EA, BR and OP). And while these areas of concentration were once thought to be disparate islands - the lines have blurred. Join us for what promises to be a most entertaining and informative Round Table featuring the Co-Chairs (aka Gurus) from our Business Process Management Conference, Service Oriented Architecture Conference, Business Architecture Conference, Business Rules Symposium and Organizational Performance Symposium Series.

### BEST PRACTICES KEYNOTE: ENGINEERING THE PROCESS CENTRIC ENTERPRISE



Featuring: Debra Boykin, Global Business Architect, Molson Coors Brewing Company

"To deliver value to customers, organizations must excel at managing and improving the flow of work that crosses functional boundaries. Process thinking enables leaders to transcend traditional functional boundaries. The process view assists executives in setting clear, realistic goals and priorities."

While this statement supports the beliefs of many BPM practitioners, executive leadership has been slow to embrace Process Management as a discipline complimentary to how they run the business.

During this presentation, Molson Coors will provide insights into how they are proactively addressing this fundamental problem that is evident in many organizations today.

### CLOSING ANALYST KEYNOTE: ENABLING BUSINESS PROCESS INNOVATION



Featuring: Tom Dwyer, Vice President, Research, BrainStorm Group, & Editorial Director, BPMInstitute.org

Almost every firm licenses a fair amount of package software. While these products are great for improving productivity, they don't always create new competitive advantage. It would be illogical to expect a standardized solution to deliver unique, marketplace advantages to its users. Business process innovation offers the means for strategic and competitive advantage particularly when BPM, EA and composite applications are part of the solution. What do you need to do to orient your firm for greater market success? Find out where business process innovation drives market success.

### OPENING KEYNOTE: GOVERNANCE - THE KEY TO IMPLEMENTING BPM



Featuring: Andrew Spanyi, Author of *More for Less: the Powers of Process Management and Business Process Management is a Team Sport: Play it to Win!*

This presentation will present highlights of recent research including the following:

- How do leading firms develop governance for BPM?
- How does governance enable the improvement and management of cross-functional business processes?
- What are some of the major 'mental model' obstacles to overcome?
- Why are the right [customer oriented] performance metrics so essential?
- What is the role of information technology?

### BEST PRACTICES KEYNOTE: A FRAMEWORK FOR MAKING BETTER DECISIONS DURING PRODUCT DEFINITION

Featuring: Jeremy Alexis, Assistant Professor, IIT Institute of Design

Traditional data driven decision-making frameworks work best when the options are well defined and uncertainty is low about future states. The fuzzy front end of product development is rarely characterized by these qualities, but companies often use traditional tools when choosing between potential opportunities. These traditional tools (e.g DCF analysis) tend to favor ideas that are low risk and not very innovative. This presentation will detail a decision process for the fuzzy front end of product development that matches opportunities with an appropriate mode of analysis, so truly innovative ideas can be accurately compared alongside less risky propositions.

## Day 2

Wednesday, April 11