

# Keynotes



8:30AM-9:15AM



## Wednesday November 7 DAY 1

### 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, Knowledge Partners International; Bruce Silver, Principal, Bruce Silver Associates; William Ulrich, President, Tactical Strategy Group & 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.

9:20AM-10:05AM



### BEST PRACTICES KEYNOTE: IF WALT RAN YOUR ORGANIZATION

Featuring: Bill Capodagli, Co-Author of *The Disney Way: Harnessing the Management Secrets of Disney and Your Company*

When Walt Disney was asked the secret to his success, he said, "I dream of ways of doing business that have never been done before; I test those dreams against my values and beliefs; I dare to take the risk to make those dreams come true; and then I make plans so my dreams become a reality." His secret was getting everyone to rally around the Dream, Believe, Dare, Do principles. Any organization can and should embrace these principles.

4:25PM-5:10PM



### CLOSING KEYNOTE: IF ASSETS COULD TALK

Featuring: William "Bill" Adams, Author of *If Assets Could Talk*

Join innovator Bill Adams, CEO and Thought Leader of WhiteSpace Software LLC, to learn how to unleash the upward innovation potential of your organization. Presenting the first ever multi-dimensional view of the value stream, Bill will walk participants through the current landscape of process-based methodologies and how these can be supercharged with an asset-based approach. Find out how your organization can harness the capabilities of the Asset Radar Screen to ultimately convert value streams into revenue streams.

8:30AM-9:15AM



## Thursday November 8 DAY 2

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

Featuring: Andrew Spanyi, Author of *More for Less: The Power of Process Management & 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?

9:20AM-10:05AM



### BEST PRACTICES KEYNOTE: SELECTING BPM PROJECTS FOR MAXIMIZED RETURNS

Featuring: Gary Morgen, Senior Vice President, Citigroup

When selecting BPM projects, there are many popular strategies and beliefs that, in practice, fail to deliver the expected return. This presentation explores these and discusses their short-comings. It then presents an approach to selecting effective projects that has a proven track-record for mid to large sized companies.