



*Training Course:
Business Process Management Advanced
Masterclass*

*22 - 26 March 2027
Casablanca (Morocco)*

Training Course: Business Process Management Advanced Masterclass

Training Course code: MA234797 From: 22 - 26 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction

In today's competitive and fast-changing business environment, organizations must continuously optimize their processes to improve efficiency, reduce costs, and enhance customer value. The [Business Process Management Advanced Masterclass](#) is designed to provide participants with advanced knowledge and practical tools to analyze, design, improve, and govern business processes across the organization.

This program focuses on aligning process management with strategic objectives, leveraging methodologies such as process modeling, performance measurement, and continuous improvement. It also incorporates modern approaches including digital transformation, automation, and data-driven decision-making to ensure sustainable operational excellence.

By the end of the program, participants will be able to lead process improvement initiatives, design high-performing workflows, and implement governance frameworks that drive organizational efficiency and innovation.

Course Objectives

By the end of this program, participants will be able to:

- Understand advanced concepts and frameworks of Business Process Management BPM
- Analyze and redesign business processes for improved efficiency and effectiveness
- Apply process modeling techniques such as BPMN
- Develop process performance metrics and KPIs
- Implement process governance and control frameworks
- Identify opportunities for process automation and digital transformation
- Apply continuous improvement methodologies Lean, Six Sigma principles
- Manage change associated with process transformation
- Align business processes with organizational strategy

Target Audience

This program is designed for:

- Process Improvement Specialists and BPM Professionals
- Operations and Business Managers
- Quality and Continuous Improvement Professionals
- Project and Program Managers
- IT and Digital Transformation Professionals
- Consultants involved in process optimization

- Senior Executives overseeing operational excellence initiatives

Outline

Day 1 - Advanced BPM Foundations and Strategy Alignment

- Overview of Business Process Management BPM frameworks
- BPM lifecycle and maturity models
- Aligning business processes with organizational strategy
- Process architecture and value chains
- Identifying process improvement opportunities

Day 2 - Process Modeling and Analysis

- Advanced process mapping techniques
- Introduction to BPMN Business Process Model and Notation
- AS-IS vs. TO-BE process modeling
- Identifying bottlenecks, inefficiencies, and risks
- Process simulation and analysis techniques

Day 3 - Process Improvement and Optimization

- Lean and Six Sigma principles in BPM
- Root cause analysis techniques
- Redesigning processes for efficiency and value
- Eliminating waste and improving cycle time
- Standardization and best practices

Day 4 - Process Automation and Digital Transformation

- Introduction to process automation technologies RPA, workflow systems
- Digital transformation and its impact on BPM
- Integrating BPM with enterprise systems ERP, CRM
- Data-driven process management and analytics
- Managing change in digital process transformation

Day 5 - Governance, Performance, and Continuous Improvement

- BPM governance frameworks and roles
- Designing process KPIs and performance dashboards
- Monitoring and controlling process performance
- Continuous improvement culture and methodologies
- Sustaining BPM initiatives and organizational integration

Registration form on the Training Course: Business Process Management Advanced Masterclass

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