

Master Class

Human Interaction Management and Goal-Oriented Organization Design

This 3-day master class is a hands-on introduction to next-generation process management and change management techniques that deal with collaborative, cross-boundary human work.

Working with real-world examples, attendees will learn how to:

1. Structure collaborative, cross-boundary work using a simple spreadsheet-based approach that typically **doubles** productivity;
2. Manage organizational change on any scale **simply, efficiently and effectively**.

The master class is intended for:

- Business Analysts, Requirements Analysts, Business Process Analysts, Enterprise Architects
- Project, Programme and Portfolio Managers
- Business Process Managers
- Business Change Managers
- Partnership, Relationship and Customer Managers
- C-level executives responsible for strategy, business change or collaboration

Day 1: Human Interaction Management

In the morning, the class leader will provide an overview of business process theory and introduce **Human Interaction Management (HIM)**. Attendees are invited to bring along process descriptions of their choice, in any format – the more complex and seemingly intractable the better. In the afternoon, one of these processes will be chosen by consensus, and each attendee will re-define it as a HIM Plan template using a standard spreadsheet application, thus demonstrating:

1. How easy it is to deal with human collaborative work via HIM;
2. That the necessary skills can be acquired very quickly by non-technical people;
3. The clarity and management advantages that accrue from using HIM for collaborative work.

By the end of day 1, each attendee will:

- Understand how HIM simplifies management of evolutionary, negotiated human work;
- Know how to structure collaborative, cross-boundary work using HIM Plans;
- Have produced a real-world HIM Plan template.

Day 2: Goal-Oriented Organization Design

In the morning, the class leader will introduce the change management methodology associated with HIM, **Goal-Oriented Organization Design (GOOD)**. The class leader will show how the GOOD methodology co-ordinates business change of any kind via:

1. **Strategic Control**, in which parties responsible for Scope Definition, Strategic Stakeholder Management and Benefits Identification work together to set goals;
2. **Executive Control**, in which parties responsible for Requirements Management, Executive Stakeholder Management, Operational Transition, Risk Management, Marketing & Communications and Benefits Realization work together to allocate resources and ensure that goals are achieved.

In the afternoon, the class leader will introduce the Scope Definition technique of **Process Architecture**, and each attendee will use the technique to capture:

1. The areas of interest of their organization;
2. The interactions between these areas of interest.

By the end of day 2, each attendee will:

- Understand how to align business change with stakeholder concerns and manage change effectively via the GOOD methodology;
- Know how to use the technique of Process Architecture;
- Have contributed to the definition of a Process Architecture for their own organization.

Day 3: Goal-Oriented Organization Design (GOOD) – Process Architecture

In the morning, the class leader will introduce the techniques of **Business Motivation Modelling** and **Benefits Management** (identification and realization). Each attendee will create a diagram and associated text to capture:

1. High-level Goals and lower-level Objectives of their organization;
2. High-level Strategies and lower-level Tactics of their organization;
3. Influencers of the above and the nature of their Assessments.

In the afternoon, the class leader will introduce key **Requirements Management** techniques used in GOOD, and summarise the course as a whole.

By the end of day 3, each attendee will:

- Understand the techniques of **Business Motivation Modelling**, **Benefits Management**, and **Requirements Management**;
- Have contributed to the definition of a Business Motivation Model for their organization.
- Feel confident in their ability to manage business change across organizational boundaries.

Master Class Leader

Keith Harrison-Broninski has been regarded as an IT and business thought leader since publication of his book "Human Interactions: The Heart And Soul Of Business Process Management" (Meghan-Kiffer Press, 2005):

- *"A must read for Process Professionals and Systems Analysts alike"* - BPM Group
- *"The overarching framework for 21st century business technology"* - Editor of CIO Magazine
- *"The next logical step in process-based technology"* - Chair of the Workflow Management Coalition Technical Committee

Building on 20 years of research and insights from varied disciplines, Mr Harrison-Broninski's theory of **Human Interaction Management** provides a new way to describe and support collaborative, cross-boundary human work.

Mr Harrison-Broninski is CTO of Role Modellers, whose mission is to develop understanding and support of human-driven processes - the field that Mr Harrison-Broninski pioneered. Role Modellers' software product, HumanEdj, leads the industry in software support for collaborative human work that crosses organizational boundaries:

- *"HumanEdj has enabled non-technical business users to transform processes previously modelled as complex, static flowcharts into simple, dynamic Plans"* - Chief Knowledge and Information Officer, NHS Institute for Innovation and Improvement, 2010
- *"HumanEdj has a very powerful and flexible representation of goals, tasks, and tracking of such. It is very much the prototype of what I would like to see in all systems."* - Chair, Workflow Management Coalition Technical Committee, 2011

Conference organizers around the world regularly invite Mr Harrison-Broninski to give keynote speeches to business, IT and academic audiences at national conferences, most recently in Poland, India, the Netherlands, the UK, Finland and Portugal.

Equipment Required

Each attendee must bring a laptop computer with a spreadsheet application installed.

Cost Per Attendee

£1500 (UK pounds sterling)

Workshop Dates

Weekly on Wednesday, Thursday and Friday

Workshop Times

Morning Sessions: 10am – 12:30pm

Afternoon Sessions: 1:30pm – 4pm

Workshop Location

Bath Spa, UK

Contact

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