



Masterclass in Business Process Management

27th - 29th October 2025 | **Live Online**

Learn how to analyze, optimize, and transform business processes using BPM tools and change management strategies to boost efficiency and maintain a competitive edge.



Facilitator

Alexandru Cirnaru

CEO at Advanced Organisational Consulting | Process Improvement, Redesign and Performance Management Expert



Key Benefits

- ✓ Gain a comprehensive understanding of BPM fundamentals and methodologies.
- ✓ Develop practical skills in process mapping, documentation, and analysis.
- ✓ Learn to apply benchmarking, performance measurement, and Kaizen techniques.
- ✓ Understand the role of technology, automation, AI, and RPA in BPM.
- ✓ Build the ability to lead change management initiatives that drive efficiency and adaptability.

Course Objectives

- ✓ Understand Business Process Management (BPM) principles, pillars, and methodologies.
- ✓ Identify, document, and map organizational processes effectively.
- ✓ Analyze processes to detect inefficiencies, bottlenecks, and areas for improvement.
- ✓ Apply BPM technologies, tools, and continuous improvement frameworks.
- ✓ Lead BPM initiatives with effective change management strategies.

Course Overview

The Business Process Management (BPM) course provides professionals with the frameworks, tools, and techniques to analyze, optimize, and manage business processes effectively. In today's dynamic and competitive environment, organizations must continuously adapt to stay ahead. BPM offers a proactive approach to aligning processes with strategy, enhancing efficiency, and driving innovation.

Participants will gain practical skills in identifying, mapping, and analyzing processes, as well as applying performance measurement and benchmarking techniques. The course also includes hands-on workshops in process redesign and Kaizen improvement, supported by insights into BPM technologies such as automation, AI, and robotic process automation (RPA). By the end of the program, learners will be prepared to lead BPM initiatives that deliver measurable improvements in efficiency, adaptability, and long-term organizational success.

Participants Profile

This course is designed for:

- ✓ **Managers and Operations Leaders** seeking to enhance efficiency and resilience.
- ✓ **Process Analysts and Improvement Specialists** working on workflow optimization.
- ✓ **Strategy and Transformation Professionals** embedding BPM into organizational goals.
- ✓ **Consultants and Advisors** supporting organizations in redesigning and managing processes.

Interested to enroll
in this course?



**Click Here
to Register**

Course Agenda (Live Online)

Day 1 | 4 hours

BPM Fundamentals and Process Mapping

What is BPM and how it works

- History of BPM
- Process definition
- Understanding customers
- How process works
- Pillars of BPM
- BPM Benefits
- Methodology comparison
- Why BPM?

Business process types and process mapping

- Types of business processes in an organization
- How to identify processes
- What is process mapping
- Process mapping steps
- Process levels
- Process documentation
- Types of Flowcharts
- BPM Notation Standard

Day 3 | 4 hours

Understand Business Process Performance Measurement and Benchmarking

Re-designing and improving business processes

Kaizen workshop

- Assessment of ideas
- Implement short and mid term solutions Initiative progress tracking and impact measurement
- Design and execution of process management (process reviews and business reviews, process committee)
- Problem solving sessions (based on detecting log)

Role of Technology

- Automation
- AI
- RPA

Wrap-up & closing

Day 2 | 4 hours

Process Analysis and Performance

Identify the process and define what is the process vision

- Process Management Framework
- Process Architecture
- E2E Process Identification
- Information and documentation collection scope (Units, roles, FTEs, headcounts), volumes, process metrics.
- Define of objectives

Understand Business Process Performance

Measurement and Benchmarking

- Establish process roles
- Process/business review assessment
- VOC, VOE and market benchmark
- Process mapping and measurements (BPMN and EPC)
- Process sizing
- Process efficiency analysis
- Skills and capacity management assessment



Our Facilitator



Alexandru Cîrnaru

CEO at Advanced Organisational Consulting
Process Improvement, Redesign and Performance
Management Expert

Alexandru Cîrnaru is an accomplished Business Process Management (BPM) and Lean Six Sigma Master Black Belt Consultant with more than 17 years of international experience in process improvement, digital transformation, and performance management. He specializes in helping organizations redesign, optimize, and automate business processes to enhance efficiency, agility, and value creation across industries.

As a consultant, project leader, trainer, and coach, Alex has guided both public and private sector organizations across Europe, the Middle East, and Australia. His portfolio spans large-scale transformation initiatives focused on process redesign, digitalization, and operational excellence, combining technical mastery with practical implementation expertise.

Alex has led end-to-end process transformation projects for major international institutions including ING Bank (Netherlands, Belgium, Australia, Germany, Poland, Spain, Turkey), where he successfully implemented BPM frameworks, process architecture, and digital automation solutions. He has also served as a trainer and project leader in national-level process improvement initiatives, such as optimizing Romania's national healthcare system.

His expertise integrates BPMN and EPC process standards, RPA and automation, and data analytics with strategic management practices such as Agile, Design Thinking, and ISO frameworks. Known for his hands-on, practical approach, Alex focuses on aligning business processes with organizational strategy and customer value.

Alex has conducted training and advisory programs in nine countries across three continents, delivering workshops to more than 1,000 professionals. His recent advisory and training clients include ING Bank Australia, IT&C Australia, Hewlett-Packard UK, and Advanced Thinking Innovation Romania.

Alex holds a Master's Degree in Business Administration from the Bucharest Academy of Economic Studies and is certified as a Lean Six Sigma Master Black Belt and Business Process Management Professional by Alstom University.

As the facilitator of the Business Process Management course, Alex brings a strategic and applied perspective to process management, helping participants master the techniques to identify, map, analyze, and improve processes that drive measurable business outcomes and operational excellence.

Questions? Contact Us!

Join us in redefining
impactful learning experiences.

Whether you're just starting out, scaling your expertise, or leading transformation, there's a place for you here.

Reach out to us for more information



info@maentae.com



www.maentae.com



@maentae.official



@maentae



maentae



@maentaeofficial

Headquarters

Melbourne Office

Life.Lab Building
198 Harbour Esplanade,
Suite 606 Melbourne Docklands,
VIC 3008, Australia

Middle East Division

Riyadh Office

Ans Ibn Malik, Al Malqa District,
13521
Riyadh, KSA
E: office@kpiinstitute.org

European Division

Sibiu Office

Sibiu City Center
Someșului Street, No. 3
550003 Sibiu, Romania

SE Asia Division

Kuala Lumpur Office

WISMA UOA II, Unit 14-13
Jalan Pinang 21,
Kuala Lumpur, 50450 Malaysia