Case Study

Attaining Goals

Practice Area Process Mapping of key operations processes and alignment with strategic goals in order to ensure sustainability through efficiency and effectiveness.

Customer Industry Animal Welfare NGO

Length Effort 24 – 30 hours per month. Four months

Location

The Assignment:

The cost element of a pro bono project is key when deciding whether to move ahead with the project, or not. This assignment cleverly applied technology to enable delivery of pro bono services at a much reduced cost while adding to the desired efficiency enhancement outcome of this BPM project.

SCAD Foundation, a non-profit organization in Bangkok needed professional guidance to partner in attaining their goals. Pétanque Consultancy applied its interactive, social BPM methodology and to deliver strategic planning, process mapping, process implementation and implementation guidance. The fact that two oceans and three time zones separated the client from the partners posed little more than scheduling conflicts and has been groundbreaking in how

technology is applied to bring about the early stage benefits intended for the project. Comparing the manner in which this project would have been executed twenty years ago, with the way in which it is being executed in the year 2011, reflects immense cost savings, whilst delivering the benefits of effective BPM as brought about by the ProcessStep™ approach to define which processes are critical to attain strategic goals and to map those processes with improvements, buy-in and sustainability criteria.
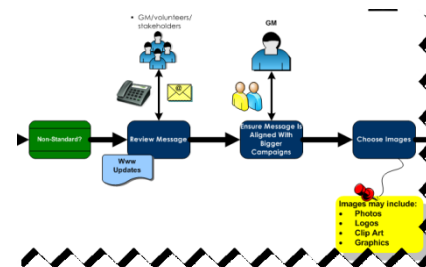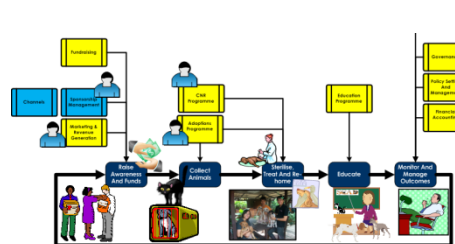
The Value derived:

- Clear definition of and linkages between vision, strategic goals, corporate values and the critical success factors needed to achieve goals.
- A high level positioning map, or enterprise architecture structure to reflect which processes are applied, which are key to deliver on strategy and which processes are priority to develop, improve on or are critical to resource.
- Detailed process mapping
- Detailed action lists that list the changes needed.

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