Business Process Management and Workflow Automation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT3583_273206

Course Introduction / Overview:

This course provides a comprehensive exploration of Business Process Management (BPM) and digital workflow automation, two pillars of modern operational excellence and digital transformation. In today's competitive landscape, organizations must continuously refine their processes to enhance efficiency, reduce costs, and improve customer satisfaction. This program is designed to equip participants with the skills to systematically analyze, design, and automate business workflows. Drawing on foundational principles from thought leaders like Paul Harmon, author of "Business Process Change," we will delve into the complete BPM lifecycle, from initial process mapping to advanced automation strategies. Participants will learn to move beyond theoretical concepts to practical application, understanding how to leverage technologies like Robotic Process Automation (RPA) and low-code platforms to build resilient and agile operations. BIG BEN Training Center has structured this course to be a definitive guide, enabling professionals to lead process improvement initiatives, champion automation projects, and drive tangible business value by creating seamless, intelligent, and efficient organizational workflows.

Target Audience / This training course is suitable for:

- Business Analysts.
- Process Improvement Specialists.
- Operations Managers.
- IT Project Managers.
- Digital Transformation Leaders.
- Department Heads and Team Leaders.
- Compliance and Quality Assurance Officers.
- Professionals seeking to enhance their skills in process optimization.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Supply Chain.
- Telecommunications and Information Technology.
- Retail and E-commerce.
- Insurance.
- Government agencies and public sector organizations.
- Consulting and professional services.

Target Organizations Departments:

- Operations and Production.
- Information Technology (IT).
- Finance and Accounting.
- Human Resources (HR).
- Customer Service and Support.
- Quality Assurance and Compliance.
- Procurement and Supply Chain Management.
- Strategy and Business Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the core principles and lifecycle of Business Process Management (BPM).
- Utilize process mapping techniques like BPMN to analyze and document existing workflows.
- Identify bottlenecks, inefficiencies, and opportunities for process improvement.
- Design optimized 'To-Be' processes aligned with strategic business objectives.
- Evaluate and select appropriate digital workflow automation tools and technologies.
- Develop a compelling business case for automation projects.
- Implement change management strategies to ensure successful user adoption of new processes.
- Measure the performance and ROI of BPM and automation initiatives using relevant KPIs.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to a blended learning approach that incorporates a variety of dynamic techniques. The course heavily emphasizes hands-on workshops where participants will work with process mapping tools and design automated workflow simulations. Real-world case studies from diverse industries will be analyzed in group discussions to understand the practical challenges and successes of BPM implementation. Interactive sessions, brainstorming activities, and peer-to-peer feedback are integrated throughout the five days to foster collaborative learning and problem-solving. Our expert instructors facilitate a supportive environment, encouraging questions and tailoring examples to the specific needs of the participants. This immersive approach ensures a deep understanding of both the strategic framework of BPM and the technical aspects of workflow automation, empowering attendees to become effective agents of change within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Business Process Management

- Introduction to BPM concepts and its strategic importance.
- Understanding the complete BPM lifecycle from design to optimization.
- Differentiating between business processes, workflows, and tasks.
- Key principles for aligning BPM initiatives with business goals.
- Exploring the role of process-oriented thinking in organizational culture.
- Analyzing case studies of successful BPM implementation across industries.
- An overview of BPM governance and establishing a Center of Excellence.

Unit Two: Process Analysis and Design

- Techniques for effective process discovery and identification.
- Mastering process mapping with Business Process Model and Notation (BPMN).
- Conducting a thorough 'As-Is' process analysis to identify pain points.
- Methodologies for designing optimized and efficient 'To-Be' processes.
- Applying value stream mapping to eliminate waste and improve flow.
- The role of stakeholder analysis and communication in process redesign.
- Practical exercises in creating detailed process maps and documentation.

Unit Three: Fundamentals of Digital Workflow Automation

- The evolution from manual processes to digital workflow automation.
- Core concepts, benefits, and business drivers for automation.
- A systematic approach to identifying and prioritizing processes for automation.
- An overview of key automation technologies like RPA, DPA, and low-code platforms.
- Understanding how APIs enable seamless system integration in workflows.
- Building a robust business case and calculating the potential ROI for automation.
- Recognizing common challenges and pitfalls in automation projects.

Unit Four: Implementing and Managing Automated Workflows

- A step-by-step guide to implementing an automated workflow solution.
- Criteria for selecting the right automation tools for your organization's needs.
- Best practices in designing scalable and maintainable automated workflows.
- Strategies for testing, deploying, and rolling out new automated processes.
- Developing effective change management plans for user adoption.
- Monitoring automated workflows, handling exceptions, and ensuring reliability.
- Practical workshop on designing a sample automated workflow.

Unit Five: Advanced Automation and Continuous Improvement

- Integrating Artificial Intelligence (AI) and Machine Learning (ML) into workflows.
- Introduction to Intelligent Process Automation (IPA) and hyperautomation.
- Using process mining and task mining for data-driven insights.
- Defining and tracking Key Performance Indicators (KPIs) for automation success.
- Addressing security, compliance, and risk management in automated environments.
- The future of work, automation ethics, and the human-in-the-loop concept.
- Creating a strategic roadmap for enterprise-wide process automation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As hyperautomation becomes more accessible, how can organizations ethically balance the pursuit of ultimate efficiency with the imperative to maintain meaningful human roles and decision-making?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and strategic perspective on process management and automation, moving beyond a narrow focus on specific software tools. While many programs concentrate solely on the technical implementation of automation, our curriculum equally emphasizes the foundational principles of BPM, ensuring participants understand how to fix a broken process before automating it. We focus on building critical thinking skills for process analysis, strategic alignment, and effective change management, which are crucial for long-term success. The content is structured to bridge the gap between business operations and IT, empowering participants to speak the language of both and lead cross-functional initiatives. Furthermore, the course integrates advanced concepts like process mining and intelligent automation, providing a forward-looking view that prepares professionals not just for today's challenges but for the future of work. The emphasis on practical workshops and real-world case studies ensures that learning is directly applicable, enabling participants to deliver immediate and sustainable value to their organizations.