

**Applying smart process controls that both empower process design and provide ‘beacons’ for consistent performance measurement.**

### **Why Poorly Designed Processes; Inconsistent Performance?**

#3 – Too Many Ways to Symbolize The Same Concept

#2 – Ambiguous Terms & Language

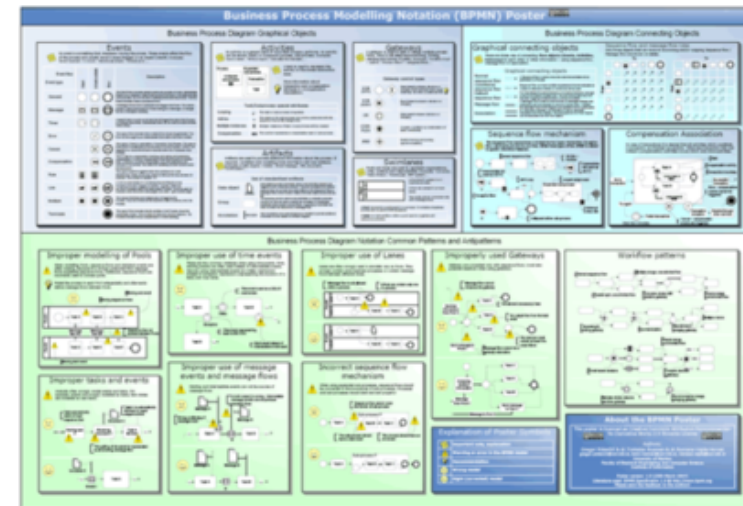
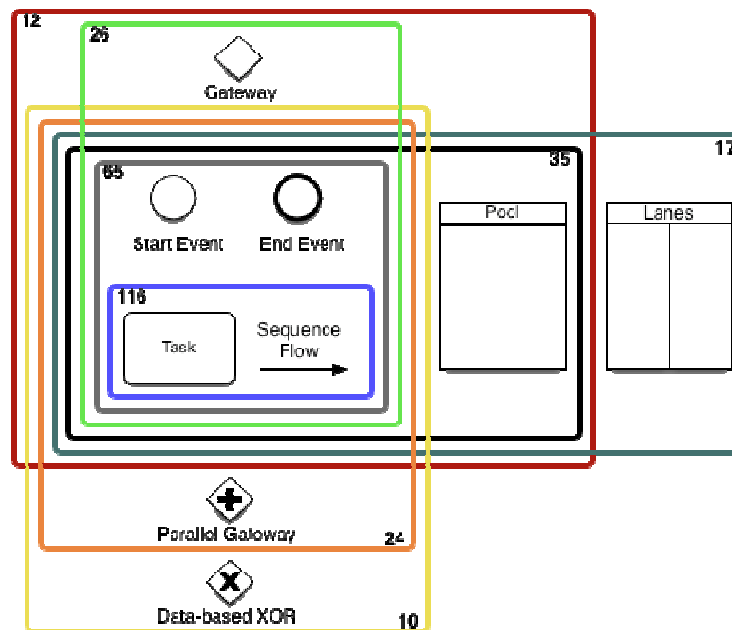
#1 – Process Know-How & Metrics Lost in Translation



# Disambiguate: 200 Words

Use This

Not This

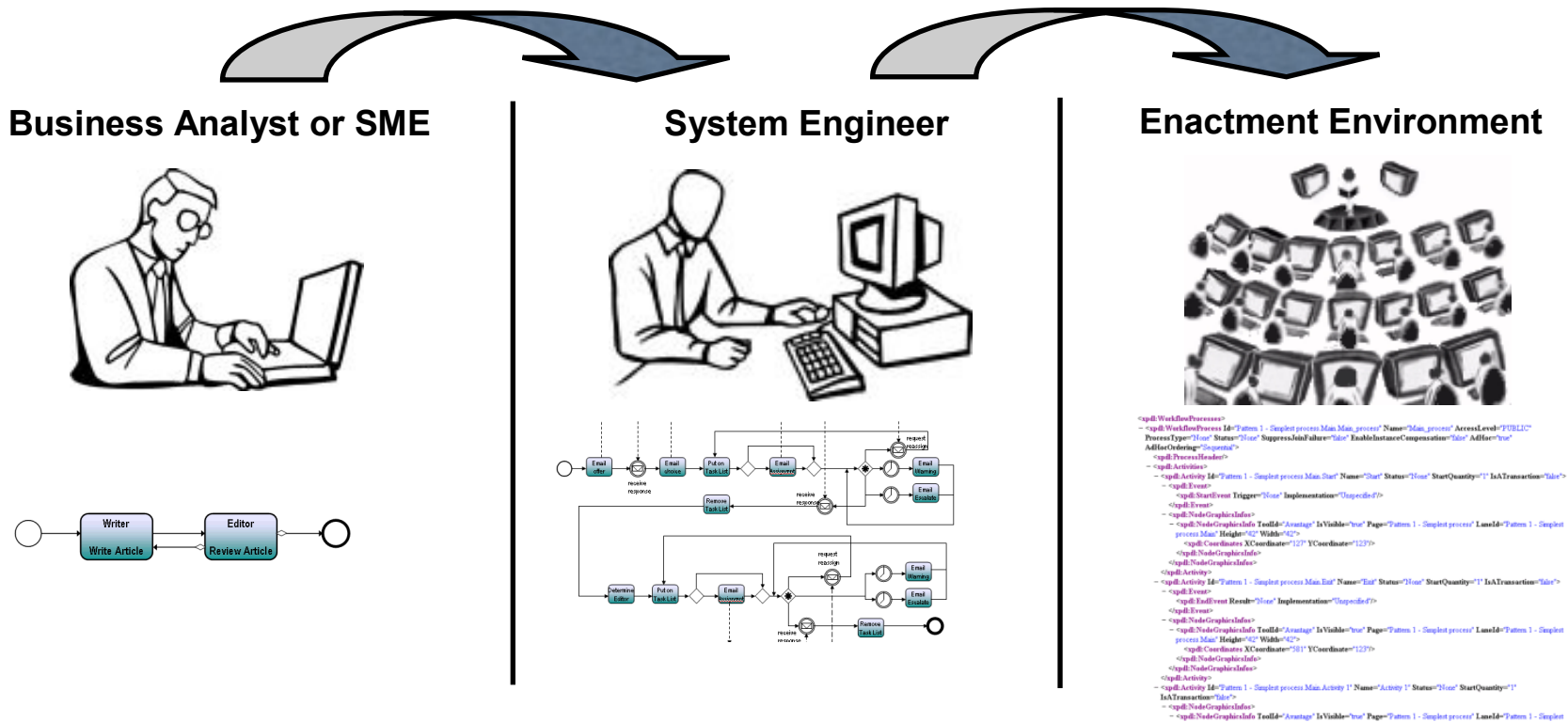


**The vast majority of BPMN diagrams use a core 10% of total symbols and artifacts**

Source: zur Muehlen, M, Recker, J; [www.bpm-research.com](http://www.bpm-research.com)

# Model Preservation vs Model Transformation

Model Loses Information From Each Previous Domain; Trip is One-Way Only

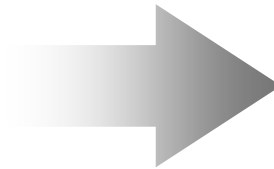


Original Model is Preserved & Enhanced; Round-Tripping is Inherent

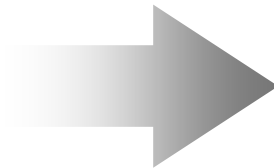
WYSIWYE = What You See Is What You Execute

**•Why Poorly Designed Processes; Inconsistent Performance?**

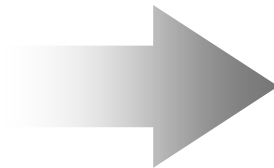
•#3 – Too Many Ways to Symbolize The Same Concept.



•#2 – Ambiguous Terms & Language.



•#1 – Process Know-How & Metrics Lost in Translation.



**How to Empower Smart Process Design and Consistent Performance Measurement.**

#3 – Simplify Symbol Set, Provide Design Patterns and Control Parameters.

#2 – Enforce a controlled-vocabulary (incl. thesaurus and glossary.)

#1 – Preserve Model Throughout Design & Implementation Process.