BPTrends ARTICLE

5 Ways to Improve Your Business Process
Management
March 3, 2020
Lewis Robinson

You are likely to interact with several businesses today and meet business processes that ensure your interaction is streamed less. You have also likely come across ineffective business processes that made your experience with the company cynical. As companies grow, they experience change that makes them increasingly more complex. This increase in complexity is because of more people interacting with the business, increased data exchanges between different departments, and increased variability in customer expectations and interactions with the company. These changes add costs and risks to the business, and in most cases, they lead to the eventual decline and collapse of the entire business. For a company to be successful, it must put in place several measures of dealing with these complex changes. These measures are part of business process management that is crucial to the survival of any company.

Here are 5 ways to improve your business process:

1. Map the Process

Once you have identified which part of your business you want to improve, document the process using tools such as a Swim Lane Diagram or a Flowchart, which show the process visually. Explore each step in detail as specific actions may have minor sub-steps.

2. Analyze the Process

Identify which methods are problematic for your employees. It is essential first to ask each employee who interacts with the processes on the limitations they face with the process and suggestions they may have to improve it. Use a Root Cause Analysis to establish where certain problems arise. In the course of analyzing the problem, determine whether the overall business process will improve if the supposed problem is removed. Sometimes, some tedious and problematic process is necessary because they optimize operations in another section.

3. Redesign the Process

Once you have identified problematic areas, it is essential to develop or use tools that will find more natural ways around them. Ensure you consider a customer experience mapping to establish whether the solutions you come up with are impactful for your customers. While redesigning the process, you will need extra resources, and these have to be in place for the entire change implementation to be successful.

4. Implement and Communicate Change

Ensure you keep all employees and management up to date on the progress of identifying the problem and coming up with solutions to the processes. Throughout

www.bptrends.com

the change, there is a likelihood that you may have to change software, move around people from one department to the other, and even organize training for members. One aspect of business process change is to rebrand the business. Use tools such as a logo generator, change curve, and Kotter's 8-Step Change Model to overcome resistance and to chart a new path in how employees and customers view the business.

5. Review the Process

Implementing a new process takes time, and once it is adopted, few people will have used it. This makes it difficult to immediately see all the bugs and hardships to implementations that might arise. Communicate with the critical employees who are working intimately with the changed processes and find out whether everything is working according to plan. Any unforeseen results, whether positive or negative, of the change, must be reviewed. Adopt continuous improvement strategies to ensure there are systems in place to foster positive interaction between all critical components of the process.

Conclusion

In conclusion, ensure your change management and business process management processes are seamless and have continuity. The processes have to be independent of their implementers, and therefore, they can survive even if the implementers leave and are replaced by new people.

Author

Lewis Robinson is a business consultant specializing in social media marketing, CRM, and sales. He's had the opportunity to manage his own startup businesses and currently freelances as a writer and business consultant. He can be contacted at ljrobinson.crm@gmail.com.

2   www.bptrends.com