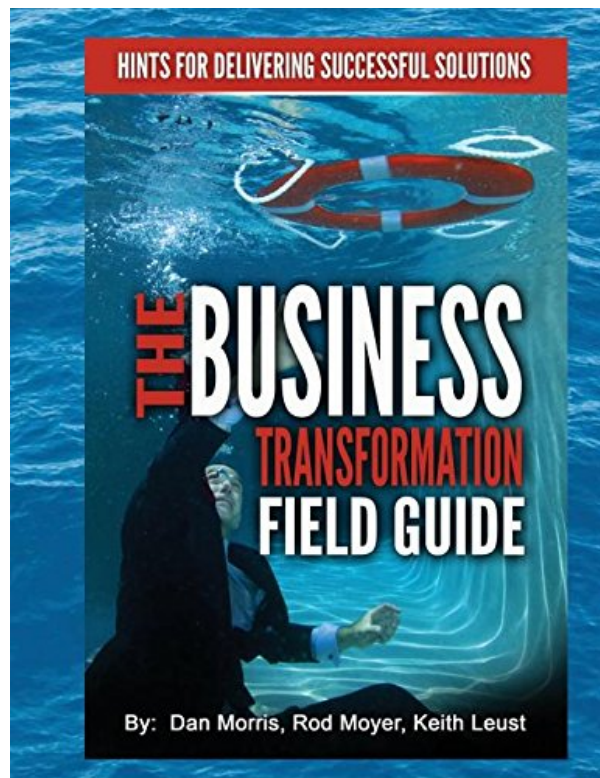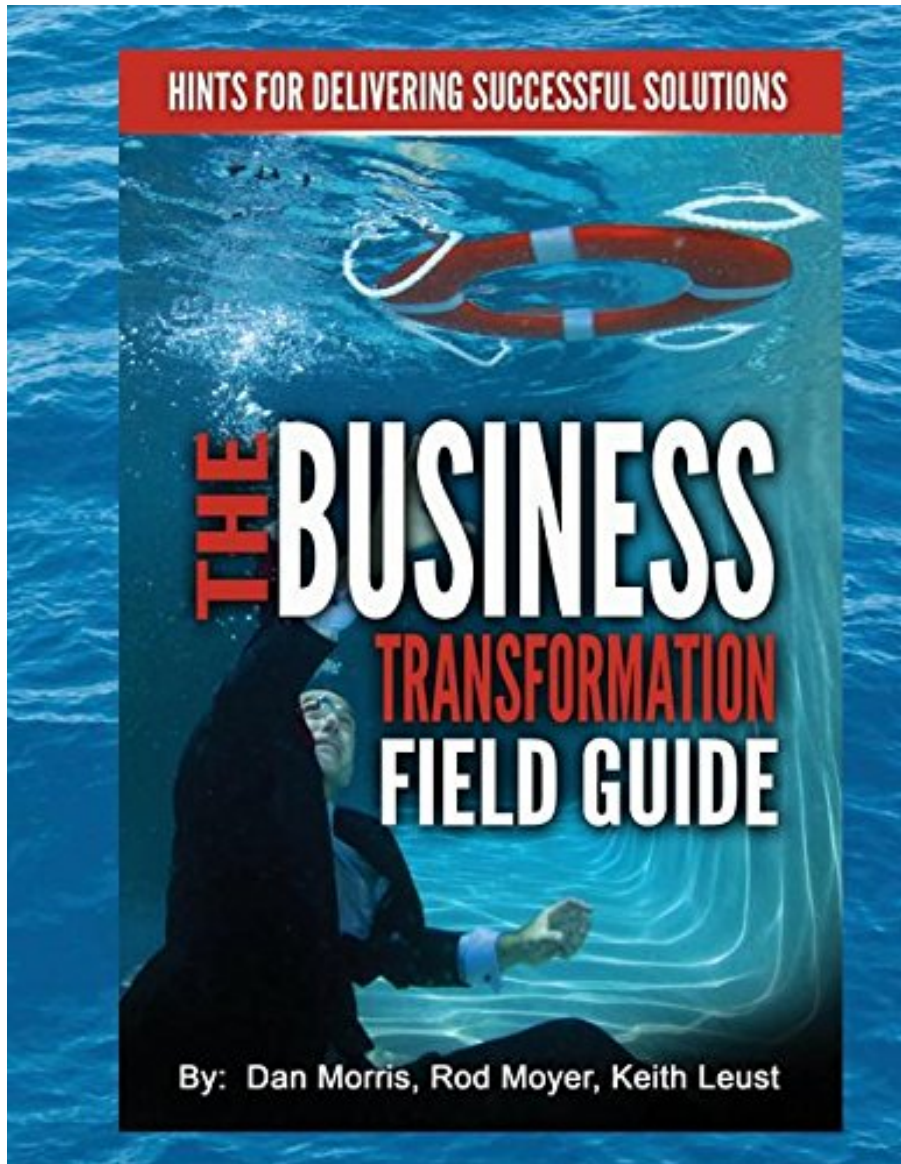# THE BUSINESS TRANSFORMATION FIELD GUIDE BY DANIEL MORRIS, ROD MOYER, KEITH LEUST

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Review
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"This 'Field Guide' provides practical advice for all phases of a process-led transformation. It shares valuable lessons learned that every process improvement initiative can benefit from. The book is a great read for process management practitioners."
Dr. Mathias Kirchmer, Managing Director and Co-CEO, BPM-D

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various process based projects and efforts. There's extensive expertise displayed here particularly on business strategies, competencies, architectures, process methodologies and project methodologies. Unlike other methodology books, the approaches here leverage the best of rapid development along with the guardrails of rich and complete methods. This book strikes a real balance between the speed of development and completeness of context and outcomes. Transformations will be essential to progress in digital and process evolution and this book helps those efforts.

Jim Sinur, CEO of Flueresque and former Gartner VP

From the Author

For over 20 years my co-authors and I have lived in the Business Transformation trenches. We have all been responsible for the delivery of successful projects - and unfortunately the rescue of numerous other projects. We have led large and small teams and worked on large transformations and small improvement projects - teaching our consulting teams and clients how to approach real BPM based redesign and BPMS enabled application generation. Over these years, we have learned what works and what doesn't. We have learned that Business Transformation is IT enabled, but should not be IT led - these are business projects and they must be based on solid business redesign with embedded performance management and reporting.

About two years ago we left big consulting and formed Wendan Consulting, a boutique consulting firm that is dedicated to helping companies break the project failure rate wall and move to consistent BPM and Business Transformation Success. To guide transformation projects we created a comprehensive formal BPM/BPMS methodology called ADDI (Architect, Design, Deploy, Improve). This methodology was built to eliminate the root causes of business transformation project failures and help teams succeed. This book is organized around the ADDI structure to provide context for the best practice hints that it provides. Readers should use the book as a type of mentor. Look at the section that talks about what you are about to do and then read the hints for that section. They will give you insight that will help you know what should be done and help you succeed. Thank you for buying this book and we wish you well in your evolving career.DanDaniel C. Morris, CBPP, CBAManaging Principal, Wendan Consulting

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These hints have been proven in over 15 years of projects by the authors. They are thus not theory. They have all been used and all been proven. They will help you unlock the doors that keep shutting on most projects.

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--What They Are Saying--

"This book is a valuable and comprehensive collection of lessons learned for BPMS enabled transformational projects. It helps avoid costly pitfalls and should be included in any project tool box." Marc Scharsig, Enterprise Process Management Executive, BPM Global Services LLC.

"The authors of the Business Transformation Field Guide have distilled decades of hands on experience into an easy to read and comprehensive guide to successfully running large, complex enterprise projects. The advice is refreshingly practical and contains insights that you don't often find in books about business change. This is a book that all business transformation professionals should not only read but read and read again as there is such a wealth of knowledge that new ideas and tips can be picked up on each reading. It's like having your own personal business transformation mentor available on demand." Diana Davis, Senior Editor, PEX Network

"I feel the Business Transformation Field Guide is a tremendous resource and absolute must have for every professional that is tasked with executing, participating, or directing business operational change" William LaFollette, Operational Excellence Leader, Accumen, Inc.

"The Field Guide is an all-encompassing look at how to run a modern business transformation project from starting strategy to completed project and beyond. Although it leans toward Business Process Management (BPM) projects, this practical guide, by senior business consultants who have "been in the trenches", is a major how-to guide for running any significant project. Business transformation projects are more important than ever and doing them right can be difficult. This guide illuminates why Project Managers are so valuable and covers a vast array of topics from how to build a Center of Excellence (CoE) to how to deal with temporary outside resources (contractors) and even what to include on weekly status reports. Great work by a great team!" George Barlow, CBPMP, OCEB, CSO, Trisotech

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"There are a lot of 'how to' books written on this subject. Typically I review them with a skeptical eye, which was the case here. After reading the Business Transformation Field Guide, my first thought, 'where was this book when I started?' This Guide would have been instrumental in avoiding many pitfalls that leaders face. As a seasoned leader, we can't remember or know everything. The guide helps to ensure you are thinking holistically and reinforcing critical areas that are key to successful transformation. I would recommend this book to transformation leaders regardless of their years of experience." Eric Thompson, VP Operational Excellence Wyndham Worldwide

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Very practical, real-word examples of how to apply business ...
By Jonathan
Very practical, real-word examples of how to apply business techniques to real-world situations. Gives step by step instructions on how to process and evaluate problem-solving. You will find this a handy explanation guide to repeatedly refer back to as situations arise.

1 of 1 people found the following review helpful.
A Great Practical Guide!
By Amazon Customer
This book is a real tool of hints and tips that are practical and can be immediately put to use on projects. Too often executives buy the latest 'best seller' only to discover that the author is offering largely theoretical suggestions and uses examples of some big company that just does not translate to the real world that I live in. Bravo to the three authors who have clearly 'been there and done that', not a bunch of consultants who are just giving ideas that really don't help. This is a refreshing read and I will be recommending it to my colleagues as a 'go to source' for practical solutions to apply immediately.

1 of 1 people found the following review helpful.
Pragmatic, Relevant Tools
By Amazon Customer
As a consultant to Fortune 1000 companies I see teams struggle over and over with implementing projects and seeing sustainable results over time. Over the last twenty years I have discovered some common themes that present similar, yet easily overcome barriers to project success. One of these is the lack of practical tools that can be immediately applied by most everyone. I am excited to see that there are over 800 pragmatic tips

that are based on real projects. I am sharing this as a 'must read' for my clients in 2017.

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