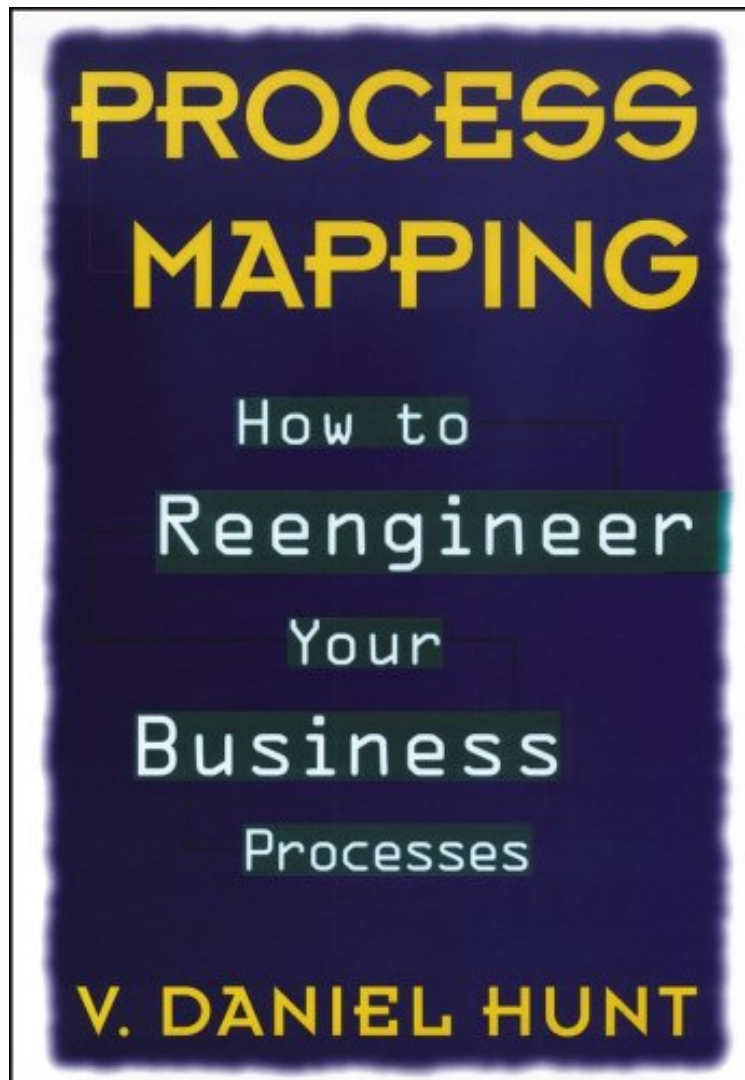


## Process Mapping: How to Reengineer Your Business Processes

*V. Daniel Hunt*

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**V. Daniel Hunt : Process Mapping: How to Reengineer Your Business Processes** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Process Mapping: How to Reengineer Your Business Processes:

13 of 17 people found the following review helpful. Lacks substanceBy DougThe book contains very little practical information and spends more chapters selling the reader on the concept of process mapping than it does on the concept itself.2 of 2 people found the following review helpful. Cannot recommend this bookBy billaloozaI cannot really recommend this book. IMHO, the book makes the classic mistake of trying to serve all audiences but satisfying none. The first four chapters of the book cover 'fluff' topics such as executive sponsorship, identifying strategic goals, getting process owners involved etc. Each of these points are valid of course, but the book drones on repetitiously about them,

rehashing each point and spending several paragraphs to explain common sense ideas that can be explained in one sentence (if that sounds like something a consultant would do - you're right on target - the author is a consultant). The cases studies are useless - and oddly short. They seem more like marketing material or PR statements. The chapter on IDEF is decent, but a bit shallow. I was looking for this book to help me develop a good "as-is" map. The IDEF chapter gave me a few good ideas, but was generally lacking in examples. As other reviewers have said, this book lacks substance. I was very glad I checked it out from the library. I would NOT purchase this book. I have to say this book provided minimal value in my re-engineering project. 53 of 55 people found the following review helpful. When Cut and Paste Goes Wrong...By Mark Latta Mostly, I'm going to second another reviewer's comments on this book. This is a very introductory level text, with not much "meat" to it. I will go one further, though. I agree that Mr. Hunt stays pretty basic most of the time, while in other parts he goes deeper without telling us (the reader) what exactly his terminology means beforehand. Somehow we make the transition from extremely basic mapping to filling out Process Mapping Forms in detail without much in between these two stages. Another criticism I have for the book "Process Mapping" is the overuse of cut and paste. Okay, I understand that word processors make this whole cut paste thing very easy, but when you find yourself reading the same sentences verbatim a page later; we have gone too far. This is not only in the product reviews, but in the text as well. I can only take so much of that. On the plus side, this book gets to the point quickly. Secondly, it does talk about the advantages and disadvantages of using some software packages (e.g. Visio) for your process mapping initiative. Probably too many case studies for my liking, but they do show you how other companies have had successes with each package. So, in summary, you could use excerpts from this book to explain the very basics of process mapping to a coworker or your boss, but I would not try to actually attempt the art of mapping out a process without picking up a better laid-out, more comprehensive book on the subject.

A business organization, like a human body, is only as effective as its various processes. Pretty obvious, right? Yet, as V. Daniel Hunt demonstrates in this groundbreaking book, the failure to appreciate this obvious fact is the reason most reengineering schemes fail. Managers whose job it is to improve company performance, like physicians who work to improve patient health, must develop a clear picture of how each process fits into the overall organizational structure; how it ought to function; and how well it is performing at any given moment; before they can form a diagnosis or devise a treatment strategy. Fortunately, a powerful new analytical tool that has emerged in recent years helps you to do all of that and much more. Developed at General Electric, process mapping has been implemented in companies around the globe, and the results have been simply astonishing. Now find out how to make this breakthrough reengineering technology work for your organization in Process Mapping. The first and only hands-on guide of its kind, Process Mapping arms you with a full complement of state-of-the-art tools and techniques for assessing existing business processes and developing a detailed road map for ongoing change and improvement. Internationally known management consultant and bestselling author V. Daniel Hunt guides you step-by-step through the entire process. He helps you assess the need for process reengineering in your organization and determine whether or not a process map is what you need. He shows you how to create a process mapping team and helps you select the best-buy process mapping tools for the job. He explains how to gather vital information about your business processes via focused interviews and other interview techniques, and how to use this data in implementing process mapping. He also offers expert advice on how to apply your process map to significantly improve business functions and bottom-line performance. Hunt draws upon the experiences of companies around the world whose process mapping success stories will be a source of inspiration and instruction. You'll find out just how process mapping was put to use--and the results it achieved--at General Electric, IBM, NASA, Tandy Electronics, Shawmut National Bank, Fluor Daniel, Exxon, and other leading product and service firms. Find out all about today's most important new management tool and how to put it to work for continuous improvement in your organization in Process Mapping. The first and only hands-on guide to a powerful new process mapping tool The most important new process improvement tool to come along in more than a decade, process mapping enables managers to easily identify and assess the various business processes that make up their organizations and to develop a road map for continued performance improvement. Now find out how to make this breakthrough management tool work in your organization by applying Process Mapping. V. Daniel Hunt, the bestselling author of Reengineering, Quality in America, and The Survival Factor, guides you step-by-step through the entire process. He gives you all the proven process mapping tools and techniques you need to:

- \* Assess the need for process improvement in your company
- \* Decide if process mapping is right for you
- \* Create a process mapping team
- \* Select the best process mapping software tools for the job
- \* Collect vital information about business processes
- \* Use the data to build your own process map
- \* Use your process map to significantly improve bottom-line business performance

Hunt also provides detailed case studies of product and service companies around the globe that have discovered the value of process mapping. You'll find out how General Electric, IBM, NASA, Tandy Electronics, Shawmut

From the Publisher A practical and attainable blueprint for getting to market faster, cheaper and better. Based on the experiences of successful enterprises including IBM, General Electric, NASA and Tandy Electronics, this outstanding

guide outlines a 12-step program to successfully transform the business processes of any company. Contains extremely useful how-to advice and numerous sample process maps. From the Back Cover A business organization, like a human body, is only as effective as its various processes. Pretty obvious, right? Yet, as V. Daniel Hunt demonstrates in this groundbreaking book, the failure to appreciate this obvious fact is the reason most reengineering schemes fail. Managers whose job it is to improve company performance, like physicians who work to improve patient health, must develop a clear picture of how each process fits into the overall organizational structure; how it ought to function; and how well it is performing at any given moment; before they can form a diagnosis or devise a treatment strategy. Fortunately, a powerful new analytical tool that has emerged in recent years helps you to do all of that and much more. 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He gives you all the proven process mapping tools and techniques you need to: Assess the need for process improvement in your company Decide if process mapping is right for you Create a process mapping team Select the best process mapping software tools for the job Collect vital information about business processes Use the data to build your own process map Use your process map to significantly improve bottom-line business performance Hunt also provides detailed case studies of product and service companies around the globe that have discovered the value of process mapping. You'll find out how General Electric, IBM, NASA, Tandy Electronics, Shawmut National Bank, Fluor Daniel, Exxon, and other leading companies achieved stunning results when they made process mapping part of their business improvement efforts. About the Author V. DANIEL HUNT, President of Technology Research Corporation, is an internationally recognized management consultant, an emerging technology analyst, and the author of several bestselling books on quality, change management, systems engineering, and business process reengineering. A short list of his clients includes James Martin and Company, Pacific Gas Electric, Science Applications International Corporation, Hitachi, Burkhalter Associates, Inc., The Pymatuning Group, Andersen Consulting, the Dole Foundation; and several United States government organizations, including the Department of Defense, Department of Justice, and the Drug Enforcement Administration. Among Mr. Hunt's other books are Reengineering, Quality in America, and The Survival Factor. Mr. Hunt maintains an active schedule as author and international lecturer/professional speaker on business survival, change management, business process reengineering, process mapping, strategic process improvement, quality management, and productivity improvement, while serving various industrial companies, government agencies, and other institutions as a management consultant.