

whatsyourbaseline.com/podcast

OH, AND A COUPLE
OF "SHORTS" TOO ... 

Hello friends,

Season 2 is in the books! Last week we published our 25th episode, "(Another) Ten Things I've Learned" and reached this major milestone. It seems we are legit now, especially when most podcasts don't make it to episode 10.

To say that the last ten months were satisfying to see our little project grow and gather almost 600 followers on LinkedIn is a given. In addition to this, the feedback that we've received from you has also been pleasant and in some cases eye-opening. I am happy to announce that we will take up some of your suggestions in the new Season 3.

But let's have a look at what has happened at What's Your Baseline over the last few weeks, and hopefully there is something interesting for you as well :-)

Fresh podcast episodes



**WHAT MAKES
A GOOD POC /
POV?**

[whatsyourbaseline.com/
shorts4](https://whatsyourbaseline.com/shorts4)

May 9 2022

What makes a good POC/POV - What's Your Baseline Shorts 4

One part of the buying process is a POC/POV (Proof of Concept/Proof of Value). If done right, those require a significant effort from both parties – buyers and sellers – so you want to make the best out of this situation and not waste everybody's time.

In this Shorts episode we are talking about:

- What is a POC/POV and where does it fit into the buying cycle?
- Have a clear objective for the POC
- What is the typical structure of a POC?
- Communicate clearly
- Make it easy for the client to choose you

Watch WYB Shorts 4

Testing has gotten a lot of heat in the media over the last 30-40 years because people have misused these tests. What we're trying to do is asset people with as little bias as possible.

Ansgar Bittermann
pocketguide.ai

whatsyourbaseline.com/episode22

May 16, 2022

Episode 22 - Selecting the right team: Ansgar Bittermann

Selecting the right team members is not an easy situation – especially when you are a small or medium-sized organization that cannot hire as freely as they might want. In today's podcast conversation we are talking about how to plan for staffing and select the right people for your architecture/transformation teams with our guest, Ansgar Bittermann.

Ansgar is a pioneering business leader sitting at the intersection of commerce and technology with proven strategy and product innovation skills. He's able to leverage technology to transform business cultures, build values, drive expansion, and create an environment of continuous improvement.

We are talking about the following topics:

- Ansgar's background (he's well traveled)
- The process for selecting team members – especially as a small organization (up to 1000 people):
- Assessment Center vs. Testing, and other misconceptions
- Misuse of tests in the past and how to remove bias from tests
- Areas to look at for architecture and transformation teams: skills, cognitive (data/concepts, verbal, figural/think

in 3D > deduct logic skills), attention span, personality (emotional stability, conscientiousness), sociability, openness to new things

- Fitting tests to role
- How Ansgar prepares his clients to read the tests (as non-psychologists) and does testing remotely
- How to lead people with the higher awareness of the different type of persons

[Listen to Episode 22](#)

May 23, 2022

How to get into Process Mining - What's Your Baseline Shorts 5

Process Mining is THE hot technology in our industry these days. But how do you get involved in it, and which skills do you need to bring to the table?

In this Shorts episode we are talking about:

- What is Process Mining?
- How is a Process Mining project different from a “regular BPM project”?
- What skills and knowledge do you need?
- Where to go next?

[Watch WYB Shorts 5](#)

May 30, 2022

Episode 23 - How to create a business case

Welcome to another episode of our podcast. Today's topic is about creating a formal business case as part of the change process.

Creating a business case document can be a challenge for someone who has not done that before, and one might think that this is a single-person activity. Nothing could be



HOW TO GET INTO PROCESS MINING

whatsyourbaseline.com/shorts5

What's Your Baseline?

In order to create a business case, you first need to understand your organization's goals. Once you know where the ship is sailing, you can define the right objectives.

Roland Woldt
whatsyourbaseline.com

whatsyourbaseline.com/episode23

further from the truth – in our experience, a good business case document is the result of collaboration between multiple people in your organization (and vendors) that happens in multiple iterations until every stakeholder gives the “green light”.

In detail we are talking about:

- Why the need for a business case?
- Where does business case creation fit into the change lifecycle?
- High-level steps to create a business case
- What information do you need to create a business case?
- Who should be involved in making the case?
- Example business case in the context of a value proposition
- Tips & tricks to make an effective business case

[Listen to Episode 23](#)

June 6, 2022

What makes a good dashboard - What's Your Baseline Shorts 6

Everyone wants to consume and understand large amounts of data. But how do you plan, design, and implement a good dashboard?

In this What's Your Baseline Shorts, J-M and Roland walk you through the process and the considerations at each step, so that the next time you create a dashboard (for example as part of your Process Mining analysis) it will be stakeholder-oriented with a clear visual hierarchy that will make your users understand your message easily and quickly.

In this episode we are talking about:

- Identify your stakeholders and information needs
- Define KPI and measures
- Create a solution design



**WHAT MAKES
A GOOD
DASHBOARD?**

[whatsyourbaseline.com/
shorts6](https://whatsyourbaseline.com/shorts6)

- Build the dashboards
- Identify data stories
- Roll-out dashboards

Watch WYB Shorts 6

A lot of companies we're talking to invested in RPA and got some benefits, but now they're saying 'let's step back - we need to understand how our processes operate'.
Today, RPA deployments tend to be Islands of Automation.

Kevin Scully
kryonsystems.com

whatsyourbaseline.com/episode24

June 13, 2022

Episode 24 - Task Mining & RPA: Kevin Scully and Ziv Ilan

Task Mining and RPA are things that are often overlooked when looking at Process Mining. This can leave a big hole in the discovered process and therefore create an incomplete analysis result.

In today's podcast we are speaking with Kevin Scully and Ziv Ilan from Nintex Kryon about Task Mining, what results you can expect from it, and how those can be used to automate processes using Robotics Task Automation.

Kevin has 35+ years' experience leading and supporting GTM strategy for SMB enterprises. He's a hands-on, team player who excels at defining value propositions, building customer success stories, and increasing revenue. Kevin's main focus is supporting both software and hardware manufacturers who provide advanced technology solutions that help their clients streamline operations, improve customer experience, and reduce costs.

Ziv is Kryon's Head of Professional Services and Alliances, based in Paris. He has a military background and 11 years of experience in consulting. Today he focusses on improving processes by discovering what users *really* do using task mining, and then automating these processes using Robotics Process Automation.

We are talking about the following topics:

- Kevin's and Ziv's background
- What are RPA and RPD (Task Mining) and what are the outputs from Task Mining

- The process/steps of a Task Mining project
- Which stakeholders are involved?
- What are the inputs needed?
- RPA projects and what can be included – End-to-End from Process Discovery to RPA
- Common questions about RPD/RPA
- Where do you see this technology evolving?
- How to get started with RPD/RPA?

[Listen to Episode 24](#)



**PROCESS
EMPATHY**

[whatsyourbaseline.com/
shorts/](https://whatsyourbaseline.com/shorts/)

June 20, 2022

Process Empathy - What's Your Baseline Shorts 7

People.

For better or worse, a lot of the topics in EA and BPM center around people. They are the reasons why we do things (customers who pay for our goods and services), who does the work (employees and partners), or why processes and architectures even exist in the first place.

In this What's Your Baseline Shorts, we are talking about process empathy:

- What does it take to facilitate the development of a human-centric process model?
- What kinds of things should you think about, and when in the process?
- What does it mean to have people-focused processes?
- What are Customer Journeys?
- How can we use the methodology of Customer Journey Mapping to make more human-sustainable processes?

[Watch WYB Shorts 7](#)

June 27, 2022

Some people believe that Process Mining can somehow AI your business into being better. That's just not the case.

You need business expertise and process improvement to make it actually work.

J-M Erlendson
whatsyourbaseline.com



whatsyourbaseline.com/episode25

Episode 25 - (Another) Ten things I've learned

We made it – 25 long form episodes of the podcast (and 7 “Shorts” as well).

By popular demand – and because our statistics shows it – we are having “(Another) Ten Things I’ve Learned” episode. This time we are talking about three major areas:

1. How to measure your architecture and improvement programs

- Architecture / BPM is not about the topics at hand (apps, processes, etc.) it is about people and how people interact with each other
- When measuring architecture, make things SMART
- Process Mining is the “next hot thing”, but it is not all and other, older process improvement methods still have their place
- Process and Task Mining can't shotgun a Solution

2. How to get your arms around (some of) the people aspects

- There is a new interest in “Process” while “EA” is still stuck in technology
- We have a responsibility to enable the next generation of BPM and EA
- Enablement must include “why”
- Internal communications cannot come with expectations of attention

3. How the “new reality” in which we work for two years by now will affect us practitioners

- We need to rethink the role of “The Office”
- Podcasts and videos are the new way to communicate the topics

[Listen to Episode 25](#)

Outlook

Well, it is summer time and we are out for the next few weeks.

However, we already recorded episode 1 of the next season and spoke with the wonderful [Laurie Kelly](#) about how to communicate successes in architecture - it is not enough to do good things, but you also should communicate them.

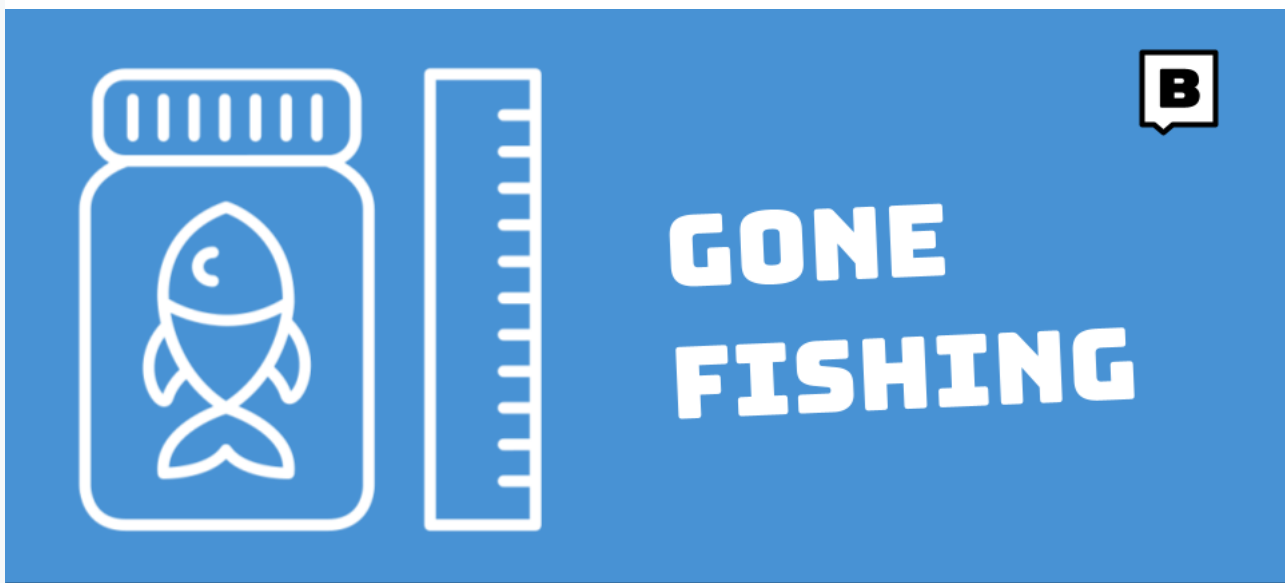
There will also be a podcast episode where I was a guest on [Christoph Pacher's](#) excellent "[State of Process Automation](#)" podcast, which - despite the title - is not in English, but in German. That was an interesting experience to do the first podcast in my native language (and a ton of English terms in it #Dinglish).

But now, enjoy your weekend , and take some days off and enjoy the nice summer weather.

We are looking forward to seeing you again on July 25 ;-)

Best,

Roland



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WE WILL BE BACK WITH
SEASON 3 ON JULY 25

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