



the master labs • academy



the master channel

De weg naar procesmatig werken met blended learning trajecten

Robbe Penne

Ontdek ons volledige opleidingsaanbod op
www.themasterchannel.com & www.themasterlabsacademy.com

Who are we?

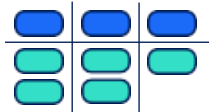


Robbe Penne





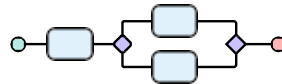
Experienced consultants



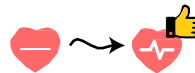
We guide your **software** projects to success



We help you design new **products** and **services**



We improve your **business processes** so you can realize your full potential



We help you **fix** **failing IT** projects

Impactful coaching and training

66% of all IT projects end in partial or total failure

We will **teach** your people to avoid the pitfalls and become more succesful in business and IT.

E-learning on-demand



the master channel

themasterchannel.com

Live classes



the master labs • academy

themasterlabsacademy.com

100% respect. 0% cowboys.

Contact us

or +32 (0)479 34 76 79.

**A story about great products
& services**



A close-up photograph of a lioness's face, looking slightly to the left. The lioness has a light brown coat with darker spots and a small, developing mane. The background is a soft-focus savanna landscape with tall, golden-brown grasses under warm, golden light. A solid pink rectangular box is positioned at the bottom of the image, containing white text.

A few years ago, I had a dream

FIND A FLIGHT ON GOOGLE FLIGHTS

Round trip ▼ 1 passenger ▼ Economy ▼

○ Brussels



Cape Town CPT



Mon, 25 Jan



Sun, 14 Feb



Bags ▼

Stops ▼

Airlines ▼

Price ▼

Times ▼

Connecting airports ▼

More ▼

I BOOKED A - WAY TOO - EXPENSIVE KLM-FLIGHT

Round trip

Brussels ↔ Cape Town

Total price from

€1,138



This airline may be offering additional flexibility for bookings on these dates. [More details](#)

Selected flights



Track prices



Mon, 25 Jan · 08:05 – 22:30

KLM · Operated by KLM Cityhopper

13 h 25 m

BRU–CPT

1 stop

1 h 10 m AMS



Sun, 14 Feb · 00:30 – 14:15

KLM · Operated by KLM Cityhopper

14 h 45 m

CPT–BRU

1 stop

2 h 30 m AMS



Online inchecken

- ✓ **Check in waar u wilt**
Makkelijk inchecken, thuis of op kantoor
- ✓ **Kies uw eigen stoel**
Kies uw stoel online en print uw instapkaart
- ✓ **Bespaar tijd op de luchthaven**
Vermijd wachtrijen bij de incheckbalie



Nu inchecken >

Op deze pagina:

- ✓ [Hoe werkt online inchecken?](#)
- ✓ [Kan ik online inchecken?](#)
- ✓ [Van en naar de Verenigde Staten](#)

Hoe werkt online inchecken?

Log in

Vul uw ticketnummer of de boekingscode, en het vluchtnummer in. Of log in met uw e-mailadres en wachtwoord, of met uw Flying Blue-nummer en pincode.

Stap 1 – Uw gegevens

Selecteer de vluchten en eventueel de medepassagiers die u wilt inchecken.



ONLINE CHECK-IN

Stap 2 – Extra opties

- Kies uw stoel of regel [een extra comfortabele stoel](#). En als u alleen reist, kunt u via [Meet & Seat](#) zien wie uw medepassagiers op deze KLM-vlucht zijn.
- Bestel een [à la carte-maaltijd](#) voor internationale KLM-vluchten vanuit Amsterdam
- Daarnaast profiteert u van een korting van 20% of meer op het overbagagetarief als u wilt inchecken.

Stap 3 – Print documenten

Druk uw instapkaart af en eventueel die van uw medereizigers. U kunt de instapkaart ook e-mailen naar iemand die de instapkaart voor u kan afdrukken, of u kunt voor het printen gebruikmaken van de selfservice incheckautomaten op de luchthaven.

Of kies voor een elektronische instapkaart

Op veel routes kunt u kiezen voor een elektronische instapkaart. Deze ontvangt u dan op uw smartphone, PDA, Blackberry of mobiele telefoon met internettoegang. In een SMS of e-mail vindt u alle vluchtgegevens en een barcode die u op de luchthaven kunt laten scannen. Lees meer over de [elektronische instapkaart](#).



BOARDING PASS FOR

Robbe Penne

AMSTERDAM

CAPE TOWN

AMS



CPT

KL 1197

Boarding

07:35

Seat

08F

Departure

08:05

Gate

unknown

Class

ECONOMY

SEC041



BOARDING PASS



I SUCCEEDED

**BORING & NORMAL STUFF GOING ON
...BUT THEN I HAD TO GO HOME**





BOARDING PASS FOR
Robbe Penne

BOARDING PASS

CAPE TOWN

CPT



KL 1202

AMSTERDAM

AMS

Boarding
13:40

Seat
08F

Departure
14:10

Gate
unknown

Class
ECONOMY

SEC044





WE BOARD AND WAIT

**14:10 PILOT: BROKEN RADAR
(more information in one hour)**



WE BOARD AND WAIT

15:10

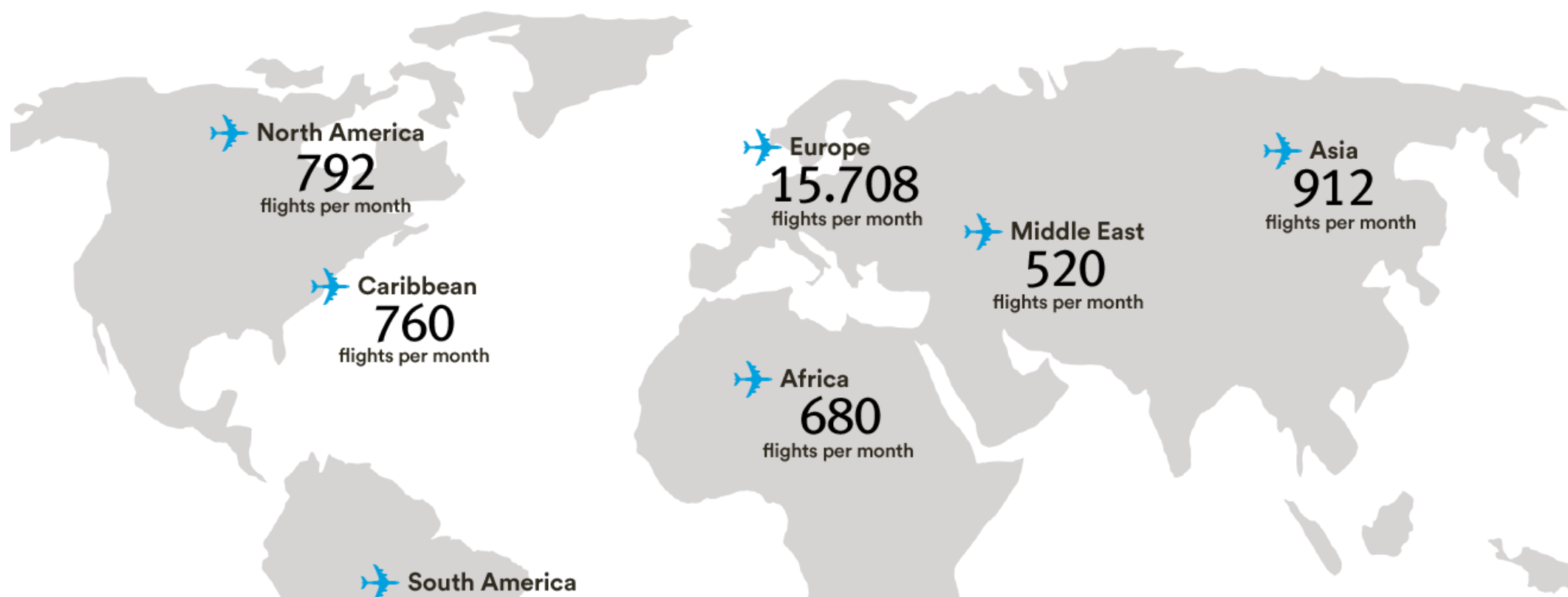
**PILOT: THEY ARE FIXING THE RADAR
(more information in 45 minutes)**



WE BOARD AND WAIT

15:55

**PILOT: WE ARE READY TO TAXI
& GO HOME**



2 HOURS LATE

**WHAT ABOUT MY CONNECTION TO
BRUSSELS?**



CRUISING ALTITUDE

PILOT

Ladies and gentlemen, welcome onboard Flight KL1202 with service from Cape Town to Amsterdam. We would like to inform you about the impact of the problems at Cape Town airport on your connecting flights.

Passengers with connecting flights to Rome, Napoli and Brussels are requested to go immediately to the gates: Rome – B7, Napoli – C2 and Brussels - B17.

Passengers that will miss their connecting flights will be contacted by our Stewards.

Until then, sit back, relax and enjoy the rest of the flight.





AND THEN HOME AT LAST...

BUT WHAT ABOUT MY LUGGAGE?

I WAS PREPARED FOR THE WORST...



Text Message
maandag 17:50

KLM De bezorging van uw bagage no424146 is uitgesteld. Gelieve het formulier in te vullen op <https://sspir.afklm.com/p/KL-nl-avdBd8z>. Met onze excuses



Vertraagde bagage melden

Dit formulier kunt u alleen gebruiken indien u een emailadres heeft. Anders dient u de bagage op de luchthaven te claimen.

Uw bagage is vertraagd, wij bieden hiervoor onze excuses aan. U kunt uw vertraagde bagage aangeven door dit Property Irregularity Report (PIR) in te vullen. Voer zoveel mogelijk gegevens in om ons te helpen uw bagage terug te vinden. Wij zullen ons uiterste best doen om uw bagage zo snel mogelijk aan u terug te bezorgen. Zodra uw bagage is aangekomen, nemen we contact met u op.

* Dit zijn verplichte velden.

WHILE LEAVING THE PLANE, I RECEIVED A TEXT TO INFORM ME ABOUT MY DELAYED LUGGAGE

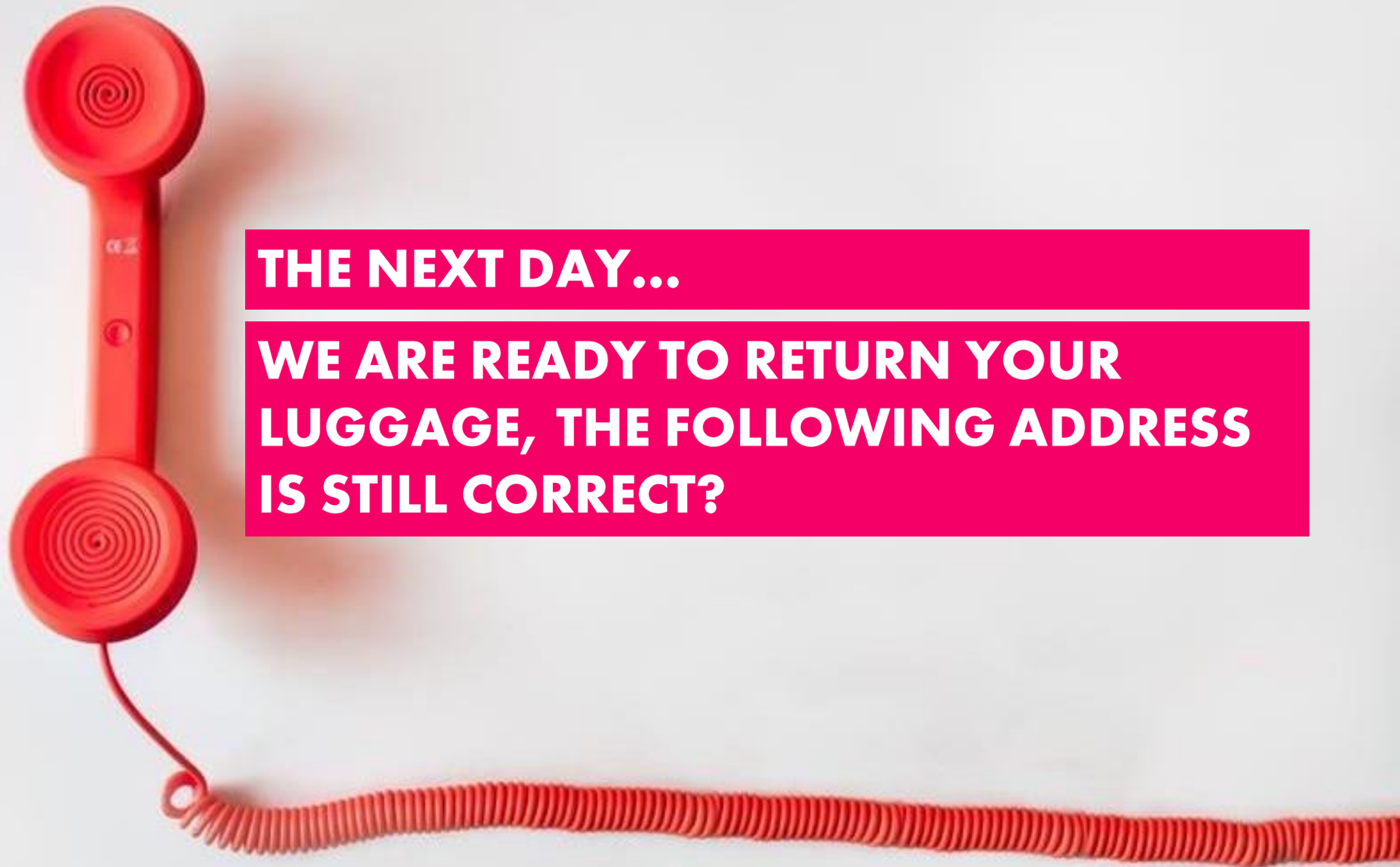
elabel in. Als u meerdere
t, hoeft u slechts 1

bagagestuk

Ik ben het nummer van mijn bagagelabel kwijt

24

**THEY PROMISED ME TO RETURN THE
LUGGAGE WITHIN 24 HOURS**



THE NEXT DAY...

**WE ARE READY TO RETURN YOUR
LUGGAGE, THE FOLLOWING ADDRESS
IS STILL CORRECT?**



**BUT THEN IT TURNED OUT THEY
RETURNED THE WRONG SUITCASE
I WAS PREPARED FOR THE WORST...**



ON THE PHONE WITH THE COURIER

**NO PROBLEM SIR, WE COME BACK
WITH THE RIGHT ONE**



FINALLY...

THEY DID IT



A close-up photograph of a person's arm and hand. The person is wearing a white short-sleeved shirt and a yellow and black backpack. Their right hand is giving a thumbs-up gesture, and the hand is wrapped in white medical tape. The background is blurred, showing a street scene with a red and white striped awning.

MANY THINGS WENT WRONG

BUT STILL I LOVED THE EXPERIENCE

WHAT MAKES THIS SERVICE GREAT?



IS THIS
SHEER LUCK?



**I HAVE NUMEROUS
SAD STORIES,
AND ONLY
ONE or TWO
HAPPY STORIES**

SERVICES ARE

PROCESS

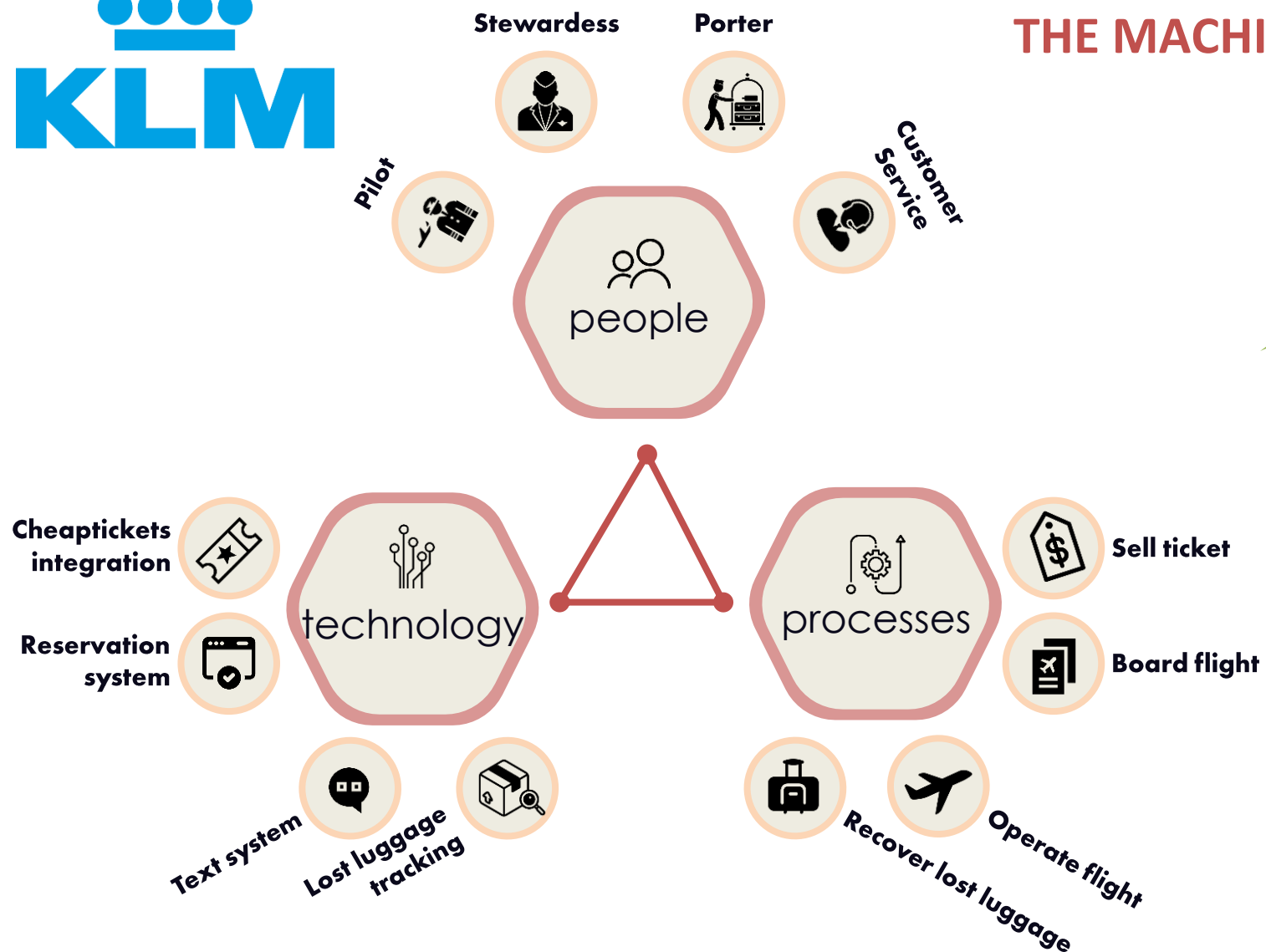
&

EXPERIENCE

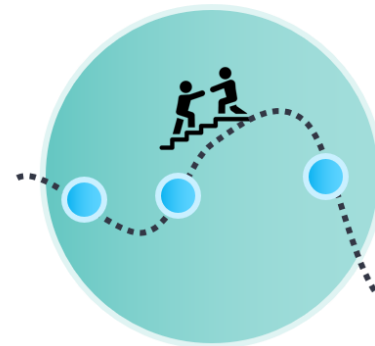
BASED



**THIS IS
THE MACHINE**



customer journey



**THIS IS
THE EXPERIENCE**

THIS SHOULD OPEN YOUR EYES

39%

continue to **avoid** companies two or more years after a bad experience

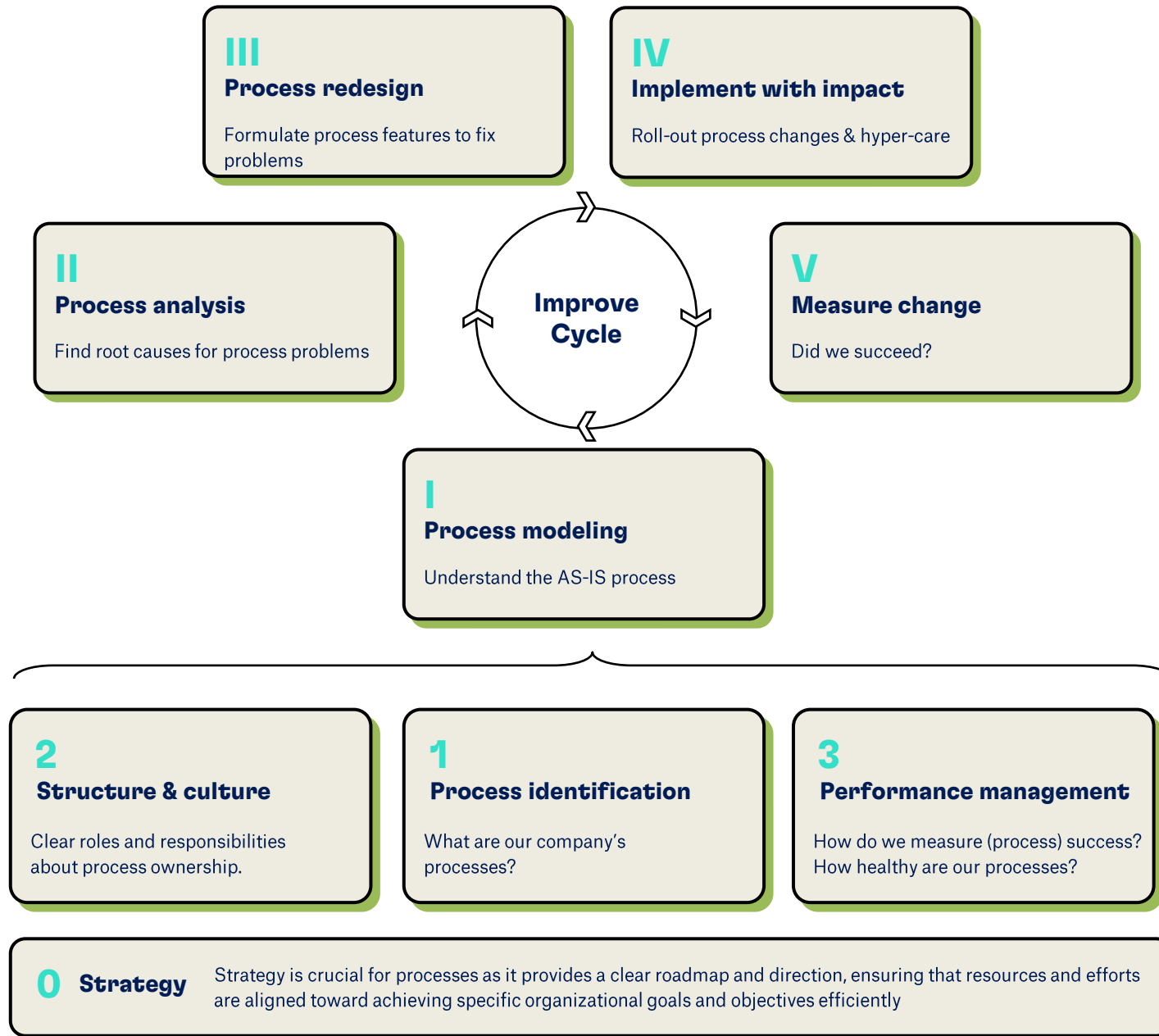
86%

of buyers will **pay more** for a better customer experience, but **only 1%** of customers feel that companies consistently meet their expectations

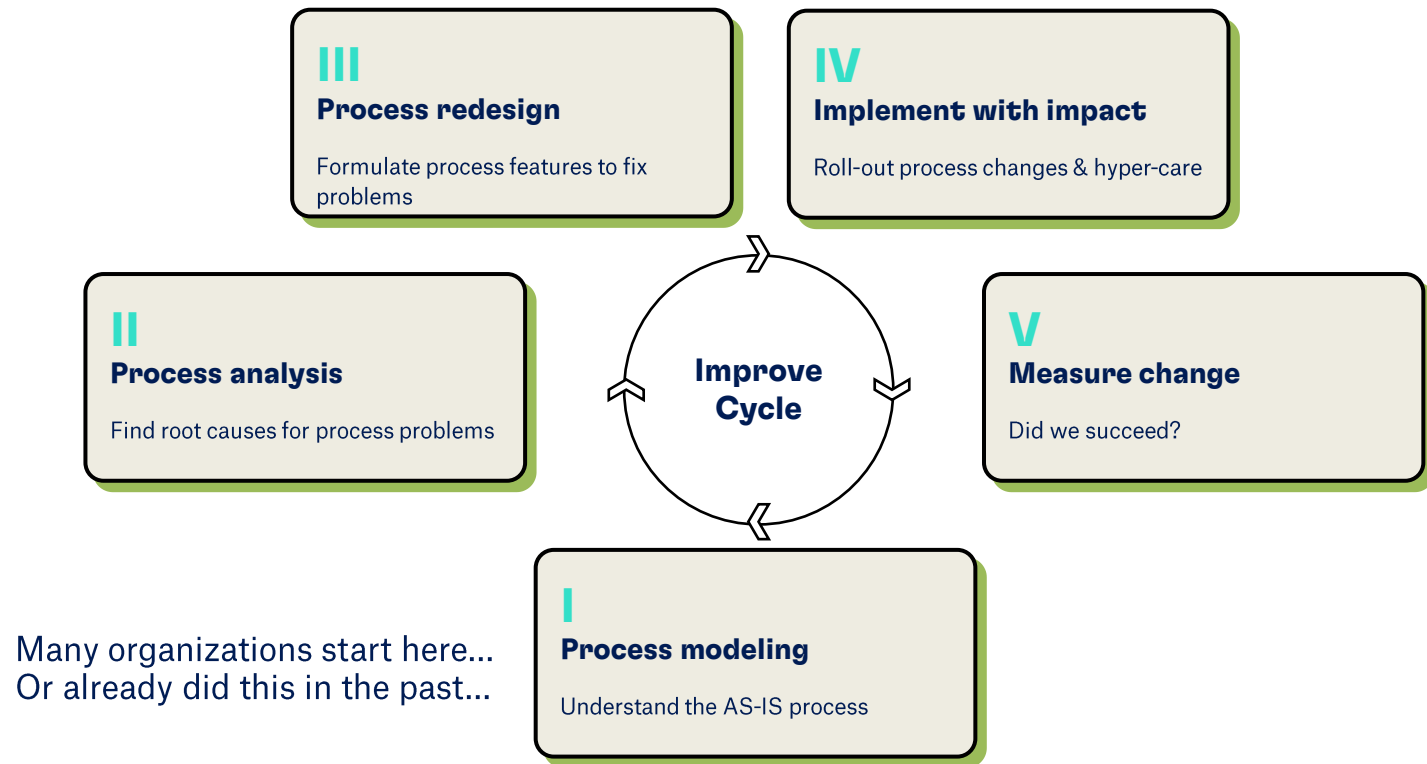
**How to implement a
process-driven approach ?**



Our framework to a process driven approach



Process improvement isn't hard, is it?



Many organizations start here...
Or already did this in the past...

But are disappointed in the end

This fails – over and over again

Without this ...

Building the process fundamentals

2

Structure & culture

Clear roles and responsibilities about process ownership.

1

Process identification

What are our company's processes?

3

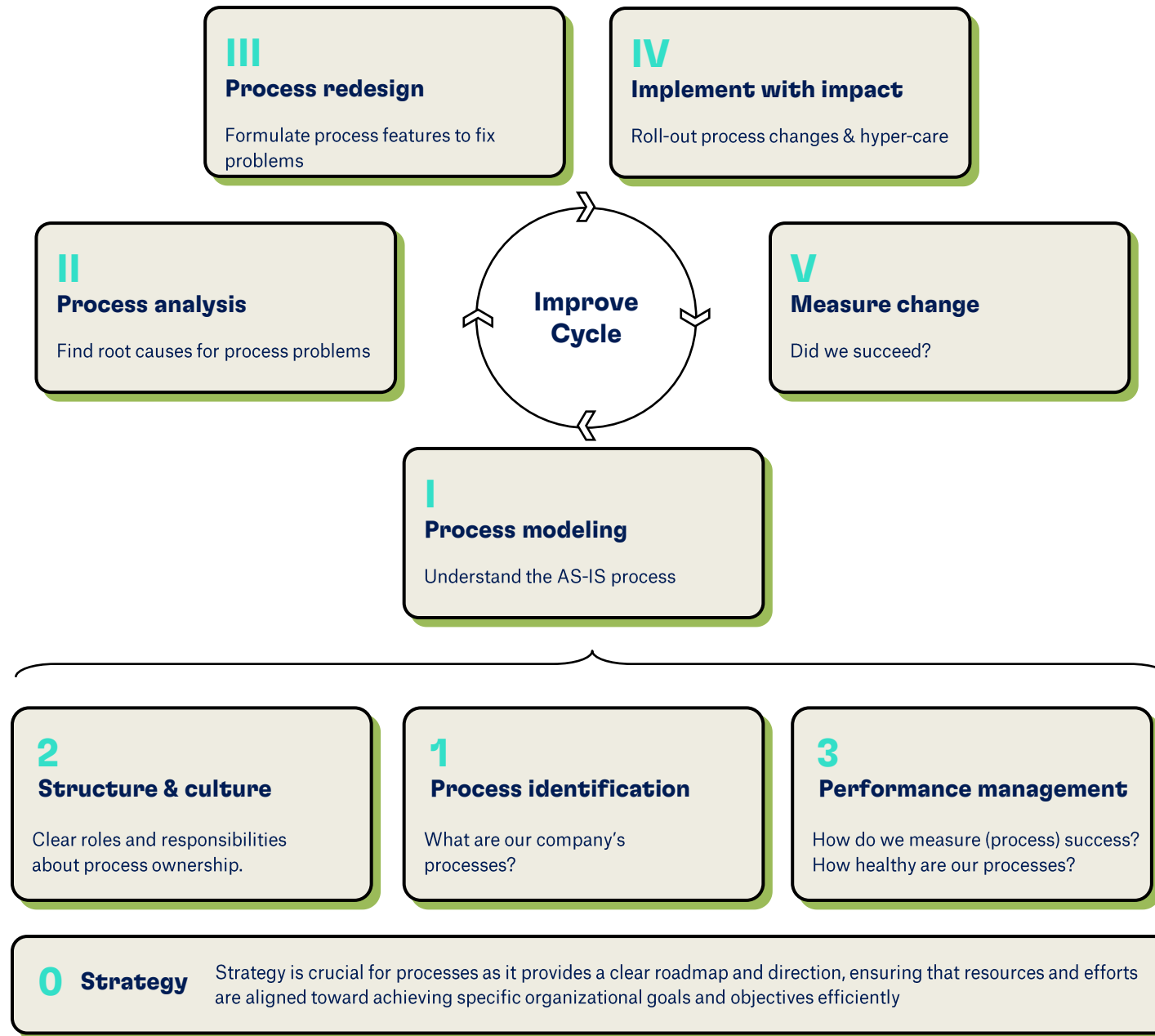
Performance management

How do we measure (process) success? How healthy are our processes?

0

Strategy

Strategy is crucial for processes as it provides a clear roadmap and direction, ensuring that resources and efforts are aligned toward achieving specific organizational goals and objectives efficiently



Blended learning programs as the perfect support



Best of both worlds



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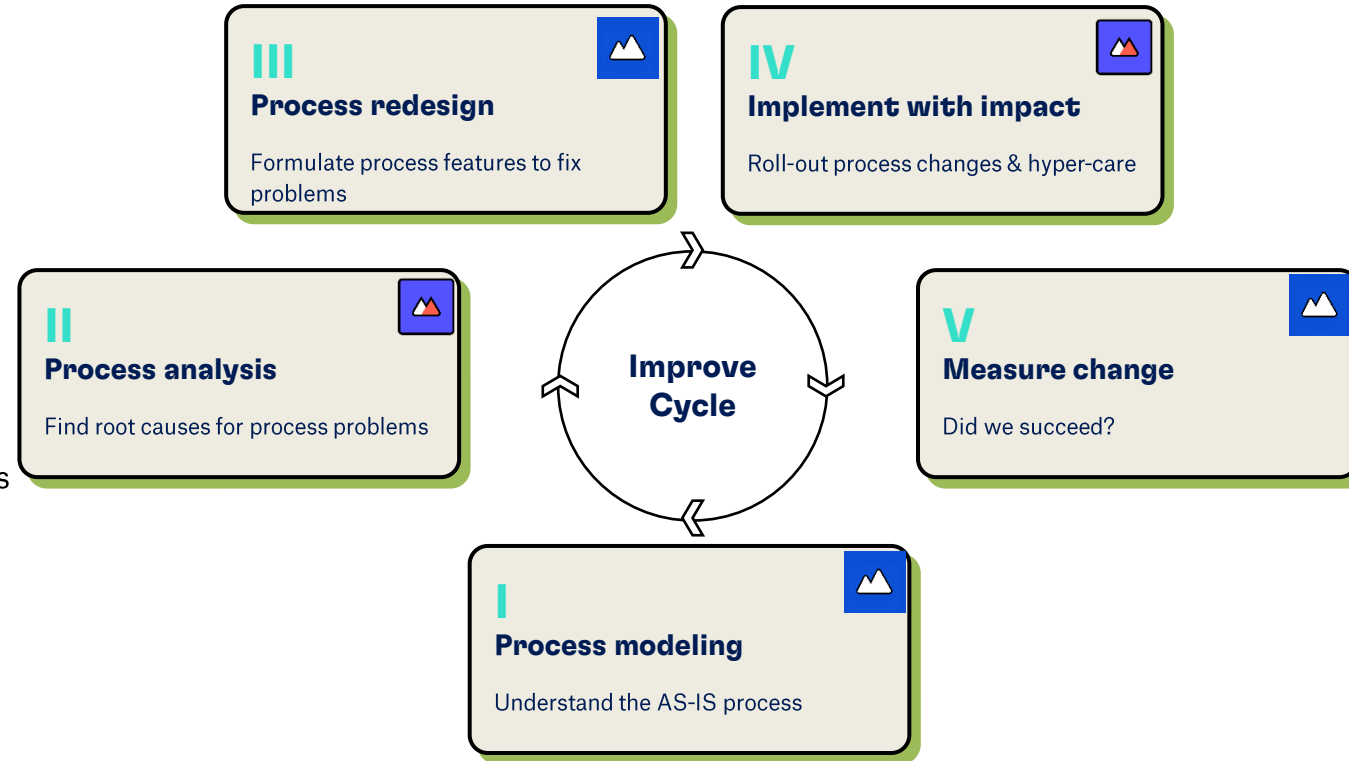
the master channel

- Tailored physical learning paths
- Practice-oriented exercises & use cases
- Teachers: experts in their field
- Interactive workshops

- E-learning platform: 100% online
- Upskilling platform for Business and Digital Transformation skills
- Learn at your own pace
- Questionnaires, exams, and certificates

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- Process Discovery
- BPMN Fundamentals
- BPMN Pro
- BPMN Case
- Process Modeling A-Z
- Business Analyse Foundations
- Customer Centric Business Improvements
- Dealing With Resistance
- Process Mining for Business



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- Process Awareness Workshop
- Process CoE Workshop
- BPMN Exercises
- Event Storming
- Finding Process Needs
- Change Management Sessions
- Coaching Sessions
- Process Audits



The Master Channel & Cevora partnership



Three steps to use The Master Channel for free in your organization

- 1.** Order an Enterprise account based on reduced pricing for the core pool.
- 2.** An Enterprise account provides access to the entire company enabling a bigger learning portfolio and a boost for L&D.
- 3.** Is refundable by Cevora through a partnership with The Master Channel.



The best courses in these domains



Processes



Software &
technology



Product
management



Problem solving &
business analysis



Data



Service design



Change & soft
skills



Lean & agile



Decisions



Project
management

**Bedankt om deze sessie
te volgen!**

Vragen over onze opleidingen?
Stel ze gerust!

Email:
Robbe.penne@themasterlabs.com



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ZOEK MIJ AAN DE PAARSE TAFELS