

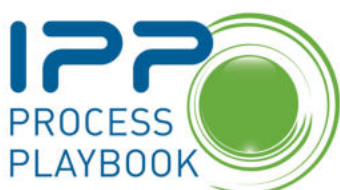
# Hands-on-events Seminars



# ITERATIVE PROCESS PROTOTYPING

IPP® TO DESIGN  
VALUE-ADDED-CHAINS

- You are not getting on with your business processes / associates?
- You are dissatisfied with your golf and would like to improve your swing?
- You want to raise your golf to another level?
- Learning another language reminds you of the frustration at school, but you want to or must communicate in another language as fast as possible?



Geschäftsprozessoptimierung

*Wir gehen neue Wege*

[www.processplaybook.com](http://www.processplaybook.com)





**1-day-seminar:  
Iterative Prozess-Prototyping (IPP®) to design  
value-added chains**

**You have to ...**




*... optimise /  
digitalise  
business  
processes*

*... improve  
your golf  
(swing)*

*... learn a new  
language  
as fast  
as possible*

*... understand  
processes in  
business, sports,  
language acquisition*

**We provide you with the key to this at our seminars!**

Seminar A	Seminar B	Seminar C	Seminar D
9 am – 11 am Fundamentals of the IPP Process Playbook			
11 am – 12 pm <b>Transformation</b>			
Value-added chain in business	Value-added chain in golf	Value-added chain in language acquisition	(w)hole-in-one
1 pm – 5 pm <b>Hands-on section “IPP system”</b>			
<p><i>Dr. G. Keller</i></p> <p>Understanding, applying, optimising business processes</p> 	<p><i>PGA G. Kreichgauer</i></p> <p>Understanding, applying, optimising the golf swing</p> 	<p><i>Klaus Bylitza</i></p> <p>Understanding, applying, optimising language acquisition</p> 	<p><i>Klaus Bylitza</i></p> <p>Acquiring a new language (90 minutes)</p> <p>Understanding the golf swing (90 minutes)</p> <p>Designing business processes (60 minutes)</p>

**1-day-seminar:  
Iterative Prozess-Prototyping (IPP®) to design  
value-added chains**

Venue	Seminar and conference rooms Walldorf/Wiesloch
<b>Participation fee</b>	Per Person
Individual seminar	600,00 €
2 persons	400,00 €
3 persons	300,00 €
from 4 persons onwards	250,00 €
	(Net plus legal VAT and board incl. documents)
Venue	In-house seminar (customer's site)
<b>Seminar fees</b>	Per event (within Germany)
Distance up to 200 km (Walldorf/Wiesloch)	2.400,00 €
Distance more than 200 km (Walldorf/Wiesloch)	3.600,00 €
Distance more than 500 km (Walldorf/Wiesloch)	4.200,00 €
	(Net plus legal VAT and travelling costs incl. documents)
<b>Contact</b> After booking the event, you will receive a written confirmation of registration and invoice details.	E-Mail: info@processplaybook.com Phone: +49 (0) 6227/55001  Klaus Bylitza: +49 (0) 171 782 06 99 Gerd Kreichgauer: +49 (0) 151 115 57 220 Gerhard Keller: +49 (0) 171 561 24 84
<b>Booking</b>	The whole year round by arrangement.
Seminars are tax-deductible for training and professional development or as business expenses.	

## Our experts



### Klaus Bylitzka

After his university studies in Business Administration, Klaus Bylitzka worked for different companies in executive positions. In the course of his international sales activities, he recognised the importance of languages early on. He realised that simple communication in the national language of a respective business partner leads to a considerable competitive edge.

Therefore, he began reducing the complexity of these languages to a minimum. In this connection, he developed the cross-language basic structures of different languages and can convey the same within a few days. Today he teaches 14 different languages and supports both executives and project member in the fast acquisition of languages.



### PGA Gerd Kreichgauer

PGA golf professional Gerd Kreichgauer planned and managed business establishments as operations manager in an executive position after his university studies in Structural and Underground Engineering. In his second profession as a passionate golf player and golf pro, he successfully completed the training to become a PGA golf professional. Together with Dr. Keller, he developed the IPP system for the golf swing, published it (book author: IPP Process Playbook for Business & Golf – understanding the golf swing) and successfully uses this ingenious system with his students.

In his IPP Process Playbook for the golf swing, he explains the required basic know-how in a business-oriented process language. Through an analytic segmentation of the golf complexity, all students can improve their golf swing. At the same time, students take process know-how home for their business.



### Dr. Gerhard Keller

Gerhard Keller worked in the application-oriented research of Prof. Dr. August-Wilhelm Scheer (inventor of ARIS) after his university studies in Electrical Engineering and Business Administration. The close cooperation with SAP AG brought him into contact with information technology issues early on. Via Prof. Dr. Hasso Plattner (co-founder of SAP), he transferred to an executive position for process design at SAP and developed the basics for Iterative Process Prototyping (IPP®) there.

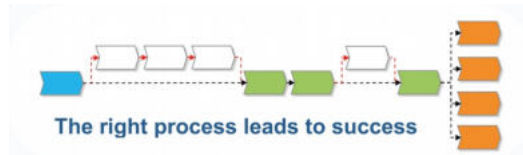
After his departure from SAP, he used the possibilities and experiences in the sports and music industry (together with Ronald Tetteroo – co-founder of the Hermes House Band) as well as in the cooperation with McKinsey (project at Postbank AG) to develop the IPP Process Playbook. The basic structures for the IPP Process Playbook were thus created via the recognition of patterns in the music industry (e.g. Linkin Park, U2) and the analysis of new play or training concepts (e.g. the Coerver method, playbooks in American football). Today the IPP Process Playbook serves as a motivational and leadership instrument in business, sports and language acquisition; research activities are currently conducted in the area of dancing and music with an open end.



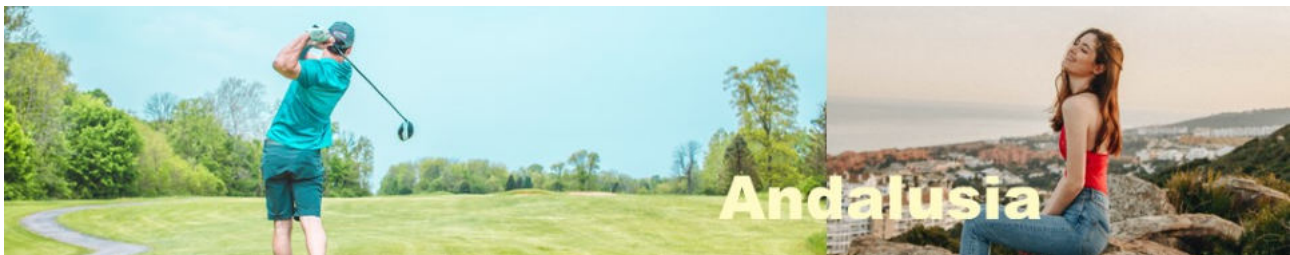
(You find further information concerning the language method on Klaus Bylitzka's YouTube Channel)



**Special Events**



**”Andalusia”**



At the end of March and in October, we will be in Estepona / Andalusia for a week. You can book us on an hourly basis in a relaxed working atmosphere to improve your business processes, your golf or your language skills.

**”Motivation of associates”**



What does process design have to do with the music industry? Very much! On the one hand, numerous order and logistic processes are running in the music industry, e.g. in the implementation of an event, on the other hand, playing and orchestrating of parts (process components) is analogue to the design of an executable value-added chain. We are close friends with the band “Gonzo’s Friends” with which we show how “value-added chains” of renowned artists from rock & pop can be adapted in a customised manner. The support of musicians such as Marius Müller-Westernhagen, Jule Neigel, No Angels, Bro’Sis, DJ BoBo, Karel Gott, Harald Juhnke, Joe Cocker, etc. shows their extensive repertoire. From a set of more than 400 songs in English and German you can experience the “process design” live. We guarantee the highest degree of motivation for your associates, business partners and/or friends.

Inquiries concerning special events: [info@processplaybook.com](mailto:info@processplaybook.com) or +49 (0) 171 561 2484