Write UP:

1) Title and intro

title [ The biggest business process management problems to solve before we die]

2) Abstract , short summery of the actual paper

Title [Abstract]

Text [The paper identifies nine grand challenges in Business Process Management (BPM), collected through an open call to the BPM community and refined via a workshop. These challenges aim to inspire research into innovative approaches for analyzing, designing, and managing work processes using IT. The paper's goal is to encourage researchers to tackle transformative issues in BPM rather than incremental extensions, with the hope of fostering academia-industry collaboration.]

3) Link to YouTube video about BPM and how BPM works

Title [What is bpm]

Text [ <https://www.youtube.com/watch?v=3m9gJjxkm58> ]

4-5) The BPM challenges that the paper raised

Title [challenges]

Text [

+ **BPM-Driven Value Creation from Data**: Overcoming socio-technical barriers to leverage data for business transformation.

* **Expansive BPM**: Shifting from isolated process views to holistic, interconnected management.
* **Automated Process (Re-)Design**: Automating process redesign to accelerate innovation and adaptability
* **Constructing Digital Twins**: Developing virtual models to simulate and optimize business processes.
* **Objectivity in Process Descriptions**
* **Fixed Granularity Levels**
* **Augmenting Process Mining with Common Sense**
* **Worker-Centric Process Management**
* **Mining Processes Using Stochastic Data**

]

6) title of the motivation here we choose a challenge and explore it

Title [Motivations]

Text [Let’s explore some example of the challeges]

7) explore the digital twin challenge, into about it

Title [Let’s explore some example of the challeges]

Text [

* Virtual models replicating real-world processes.
* Used for simulation, prediction, and decision-making.]

8) The challenge of the digital twin

Title [**The Challenge**]

Text [

* Business processes are subject to frequent and complex changes, such as reordering tasks, adding resources, or automating steps.
* Organizations face difficulty in predicting the outcomes of these changes with confidence.
* High computational demands make it challenging to scale simulations for complex systems.]

9) talking about the importance of digital twin

Title [**Why It Matters**]

Text [

* Without accurate tools, organizations risk inefficiencies, higher costs, and suboptimal decisions.
* Reliable digital twins empower organizations to adapt dynamically and innovate effectively in a competitive landscape.

]  
10) used case for digital twin

Title [**Applications of Digital Twins**]

Text [

* **Decision-Making Tool**
* **Automation and Optimization**
* **Real-Time Insights**

]  
11) talking about the benefits

Title [**Potential Benefits**]

* Text [**Enhanced Decision-Making -** Better understanding of process interventions.
* **Cost and Resource Efficiency -** Optimize resource allocation and reduce waste.
* **Innovation Enablement -** Accelerate process improvement and redesign.

]

12) talking about the challenges

Title [**Critical Challenges**]

* Text [**Data Dependency – garbage in garbage out**
* **Complexity – go figure out everything**
* **Adoption Barriers -**High initial costs and organizational inertia.

]

13) **Conclusion of the digital twin**

Title [

**Conclusion**]

* Text [Digital Twins have transformative potential for BPM.
* Overcoming challenges is essential for leveraging their full capabilities
* **Continued research and innovation will make digital twins more accessible and impactful.**

]

**14) Title about other challenge we are going to explore , which is the BPM data driven**

Title [**BPM-Driven Value Creation from Data**]

* Text [**Why do you think organizations struggle to leverage data effectively despite having access to advanced technology?**

]

**15) Let the class give an example from there workplace**

Title [Share an example]

* Text [Share examples of how your organization (or one you know) uses or fails to use data effectively. What can be improved?

]

**16) Talk about an example the company Coca Cola**

Title [Coca-Cola’s “New Coke” Launch (1985)]

Text [Context: Coca-Cola, one of the world’s most recognized brands, decided to reformulate its flagship product in response to competition from Pepsi. This was based on data gathered from taste tests, which indicated that people preferred the new formula.

]

17-18) Talking about what happened

Title [**The Missed Data Insight, The Disaster**]

* Text [Coca-Cola conducted blind taste tests and concluded that consumers liked the sweeter “New Coke” better than the original formula.
* However, they failed to consider **consumer attachment to the brand identity** and the emotional connection people had with “Classic Coke.”
* The company also misinterpreted test data by focusing solely on taste preferences without evaluating market and cultural factors.
* Page 18
* The launch of “New Coke” triggered a massive backlash. Loyal customers were outraged, and public sentiment turned against the brand.
* Coca-Cola was forced to reintroduce “Coca-Cola Classic” within just three months, resulting in significant financial and reputational costs.

]

19) what we learned

Title [Lesson]

* Text [Coca-Cola relied on incomplete data interpretation, focusing narrowly on taste preferences and neglecting broader customer behavior and emotional loyalty.This demonstrates how even global leaders can fail when they don’t use data holistically in their decision-making processes.

]

20) title Results from the Research:

Title [Results from the Research]

* Text [**Identification of Nine Key BPM Challenges**
* **Insights on BPM Scalability**
* **Role of Digital Twins**
* **Data drive importance**

]

21) **Key Takeaway from the paper**

Title [**Key Takeaway**]

* Text [The research emphasizes that adopting innovative, data-driven BPM approaches can significantly enhance organizational efficiency, adaptability, and decision-making capabilities.

]

**22) title Key Contributions of the Research ; wat we learned from the paper points**

Title [**Key Contributions of the Research**]

* Text [Identification of Critical BPM Challenges
* Focus on Innovation and Holistic Approaches
* Integration of Digital Twins and Advanced Techniques
* Bridging the Gap Between Theory and Practice
* Framework for Future BPM Research

]

**23) title Takeaway summery line**

Title [Takeaway]

Text [The research lays a foundation for transforming BPM into a more agile, data-driven, and innovative discipline, capable of addressing real-world complexities.

]

**24) Game explain the game and we play the matching game**

Title [Game]

Text [Matching 6 challenges to their solutions, but one is missing.

]

**25-26) the game and there result**

**27) Question from the audience**