



## Hello friends,

Ooops, March flew by and I didn't send out a newsletter.

**BUT**, there is a good reason for that:


- We started a new addition to the regular podcast - "**What's Your Baseline Shorts**"! This is a different format than our regular, long-form podcast (that we still publish every two weeks as usual). In this new format we will tackle one topic, in one session, without a script in 10-15 minutes. It will be not only in audio, but also with video on [Spotify](#) and [YouTube](#). And the best thing is that you don't have to do anything - it will automatically in your podcatcher of choice mixed in the list of the other episodes.

Have a look at the teaser below.

- In addition to this we started a **shop** at [whatsyourbaseline.com/merchandise](https://whatsyourbaseline.com/merchandise). We are currently working out the kinks and will take out the women's products, because the quality is not as we expect (the fabric doesn't hold the print well after just a few washes). The men's versions have better quality, so ladies, please order a men's version a size smaller to have a "real" boyfriend shirt :-)
- I was a guest on the "**Mining Your Business**" [podcast](#) and spoke about Process Mining and how it fits into the [process/solution lifecycle](#). For most of you, this is "old news" but it was interesting to talk to folks who have specialized on Process Mining and are surprised that there is a larger thing named BPM that is decades old and went through multiple iterations and new ideas. But Process Mining as a new technology brings a lot of new (and younger) people to process management and architecture disciplines, and it is needed to give them some perspective. Let's welcome them with open arms.
- Lastly, we were included as #12 in the [35 Best Business Process Management Podcasts for 2022](#) by Feedspot. What a nice surprise and honor to make this list in our first year :-)



## Fresh podcast episodes

Remember that Change Management is a management activity. 

You want to see not only the 'feel good' stuff, but also changed observable behavior.

Roland Woldt  
whatsyourbaseline.com

[whatsyourbaseline.com/episode17](https://whatsyourbaseline.com/episode17)

March 7, 2022

### Episode 17 - Organizational Change Management

Welcome to another episode of our [podcast](#). Today's topic is organizational change management, which is the counterpart to the previous episode of "Management of Change" where we spoke with Caspar Jans. This episode covers the "people side" of changes that are planned in your architecture and implementation projects, and we are covering the why, org design, communication, and enablement topics.

In detail we are talking about:

- Org Change Mgmt vs. Management of Change. OCM is not the "feel good stuff" but a management practice
- Org design
- OCM is a Management discipline
- Stakeholder identification, Net-Map concept
- OCM strategy and plan
- Communication
- Enablement

The best thing that someone can do when they are beginning their job search is to really think a lot about your LinkedIn game.



Because LinkedIn now is, in my opinion, more important than any other aspect of your job search, including your resume. Because it's how you get found in 99% of cases.

Jason Jovanis  
jovanisgroup.com

[whatsyourbaseline.com/episode18](https://whatsyourbaseline.com/episode18)

March 21, 2022

## Episode 18 - Working with recruiters: Jason Jovanis

Another episode of the [podcast](#), and we are having a very interesting and entertaining conversation with Jason Jovanis about working with recruiters – either as a candidate, or as an organization who is looking for new talent.



Jason came to his job after 20+ years as a sales leader, who in 2018 had the crazy idea to quit the VP of Sales job and start a recruiting business.

He knows what it's like to need to hire people (lots of people). He's wasted his own time and frustrated others by interviewing people he shouldn't have, and he knows what it's like to look for a job.

He's been treated like a product by some recruiters, so he decided to start his own company. His firm is a boutique recruitment practice focused on matching talented individuals with progressive organizations and great leaders.

We are talking about the following topics:

- Get to know Jason (and helicopters)
- Value that a recruiter brings to the table and how his approach distinguishes himself from other recruiters
- Tips to step up your LinkedIn game where 95% of all search activities take place

- The recruiting process, including the behind-the-scenes stuff
- Working with a recruiter as the hiring manager

Listen to Episode 18



## EPC vs. BPMN

whatsyourbaseline.com/  
shorts1

March 28, 2022

## EPC vs. BPMN - What's Your Baseline Shorts 1

This is the first [podcast episode](#) of the What's Your Baseline Shorts series. We are talking about the topic of process notations, especially if you should choose the BPMN or the EPC notation.

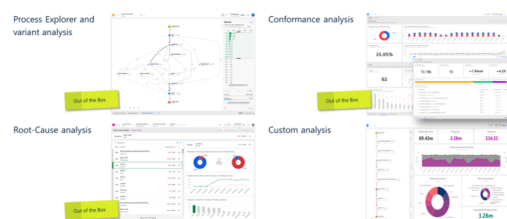
High-level topics include:

- What are EPC and BPMN?
- A bit of history
- Specialties of each notation, and difficulties that might arise
- Data exchange with BPMN
- External standards

Listen to WYB Shorts 1

# New stuff to read (and watch or listen)

## PROCESS MINING ANALYSIS EXAMPLES



February 24, 2022

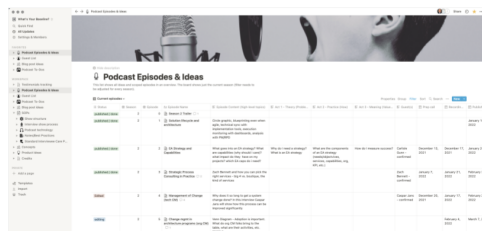
## Choosing a Process Mining tool

Process mining is the “hot” topic in our industry these days, and there are a [sizable number of process mining tool vendors](#) available in this space. However, the technology is still at the beginning of the [hype curve](#) and not a lot of organizations have established process mining as a standard tool in their process analysis toolkit.

In my opinion, it will take a few years for standardization, during which, you will see some market consolidation. We've already seen some high-profile M&A in process mining, and I assume that in a few years you will have a smaller number of tool vendors to choose from. But until then, you will also see more innovation and the creation of ecosystems around a tool that will be beneficial for an organization looking for a "future-proof" solution. Most likely you will see those coming from larger organizations that are not necessarily process mining pure players.

[Go to article](#)

## PRODUCING THE PODCAST



[February 28, 2022](#)

## Producing the What's Your Baseline Podcast

Some people have asked about a behind-the-scenes look at how we are producing the What's Your Baseline Podcast, and I thought it would be a good idea to show you how things work behind the "magic curtain".

Being architecture and process professionals, we obviously follow a process, and this article will show you the details of it. We cover the season planning, preparation of shows (including the guests), recording, editing, and publishing.

If you are thinking of starting your own podcast, this article will be a great help for you.

[Go to article](#)



[March 15, 2022](#)

## Meet the Maker - Caspar Jans

The Meet the Maker Interview series is a fun and relaxed behind-the-scenes insight into people and what they do. Showcasing their talents as well as seeing what makes them tick. From 'What's your party trick?' to

“You’ve got a week off, where are you going?” we want to know where they are and how they got there. Check out our interviews with architects, process people, agile folks, and more.

Caspar is a good friend of our show. We had him as a guest on [Episode 16, “Management of Change”](#) and he also wrote a [guest post](#) about this topic here. He is also publishing a [regular newsletter on BPM topics on LinkedIn](#) (go, subscribe) and I know he has more exciting projects in the works, which we will soon hear about from him :-)

[Go to article](#)



March 18, 2022

## Podcast - Mining Your Business guest appearance

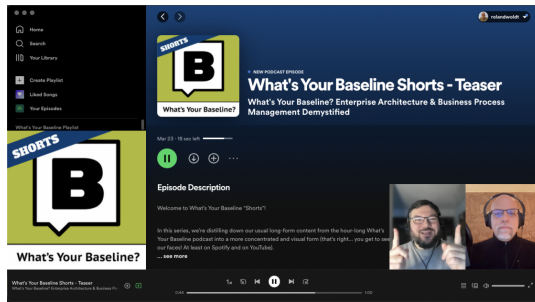
A few weeks ago I had the pleasure to be the guest on [Jakub's](#) and [Patrick's](#) “[Mining Your Business](#)” [podcast](#) and talk with them about Process Mining and how it fits into the bigger picture of the process/solution lifecycle, and why process mining pure players tell their customers that they don’t need anything else but their tool (and why this is false).

Overall it was a fun conversation and you can listen to the episode below. In addition to this I am adding some graphics and links to articles that can act as visuals to some of the thoughts we followed.

Here is how the guys describe the episode – enjoy!

*“Is process mining overrated? [Roland Woldt](#), Business Transformation Architect at [Software AG](#), who coined the term “[Process mining, the hipster child of the process industry](#),” might have something to say about that. Listen to Mining Your Business Podcast episode 31 to hear from a life long business process consultant and host of [What's Your Baseline Podcast](#) to find out why process mining shouldn't exist solely on its own but rather as a part of a complex process lifecycle.”*

[Go to article](#)



March 23, 2022

## We're doing something new - What's Your Baseline Shorts

Welcome to What's Your Baseline Shorts!

In this series, we're distilling down our usual long-form content from the hour-long What's Your Baseline podcast into a more concentrated and visual form (that's right... you get to see our faces! At least on [Spotify](#) and on [YouTube](#)).

But most importantly, these "Shorts" are **brief** focused discussions about a key topic in architecture, process, business, change and much more – just enough for you to "get the gist of it".

And don't worry – we'll still have our regularly-scheduled biweekly full episodes of the podcast on [whatsyourbaseline.com/podcast](https://whatsyourbaseline.com/podcast) for a longer conversation.

So get excited for our honest and unscripted opinions, lessons learned and best practices. One topic, one Session, one Take – that's **What's Your Baseline Shorts**.

[Go to article](#)

## Outlook

Our preliminary schedule for the near future looks like this:

- **Week of 04/04 - Interacting with Analysts.** Our guest on this episode is [Amar Modi](#) from the Everest Group. We will talk about the role of analysts, what they do besides writing reports, and what to expect when interacting with them.
- **Week 04/11 - Capabilities.** The second issue of What's Your Baseline Shorts covers the concept of capabilities that bridge the business and IT sides, and also provides a means to talk about the "what" without having to dive into the "how" if it is not needed.

- **Week of 04/18 - How to create a business case.** In this episode, J-M and I will share our experiences in helping clients to set up a formal business case for their architecture and process management initiatives.
- **Week of 04/25 - Why simulation should *not* be in your process mining tool.** What's Your Baseline Shorts 3 covers the topic of reducing the discipline of BPM to a process mining activity and how some vendors pitch their solution as the "one all, end all". We do have a more nuanced perspective on this, and talk about this over the example of process simulation.

## In closing

I am looking forward to seeing you on our website and hope you enjoy the podcast episodes. If you like, please [follow us on LinkedIn](#) to get notified whenever we post announcements about new content there.

Best,

Roland

### What's Your Baseline

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