



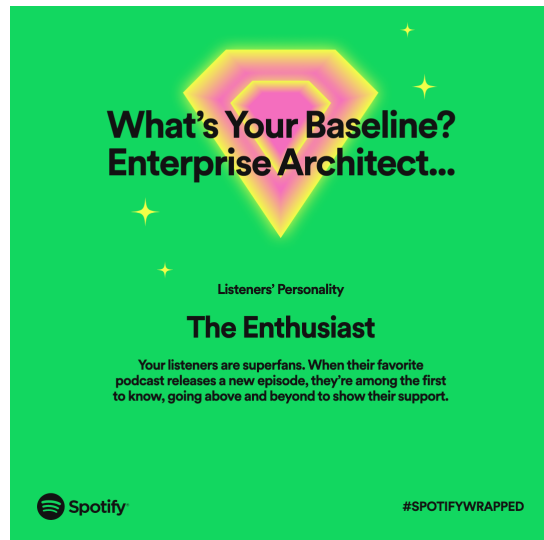
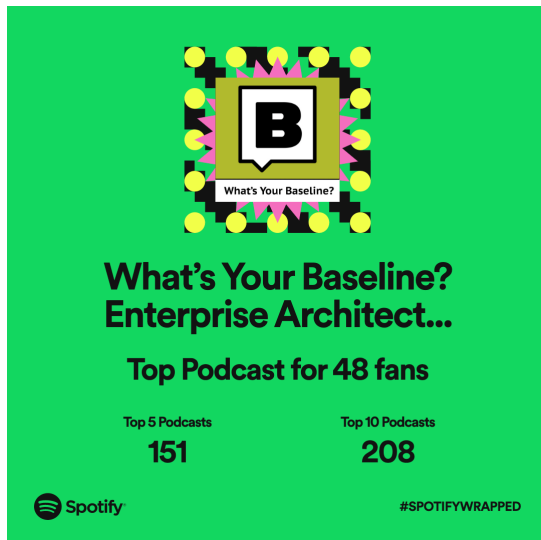
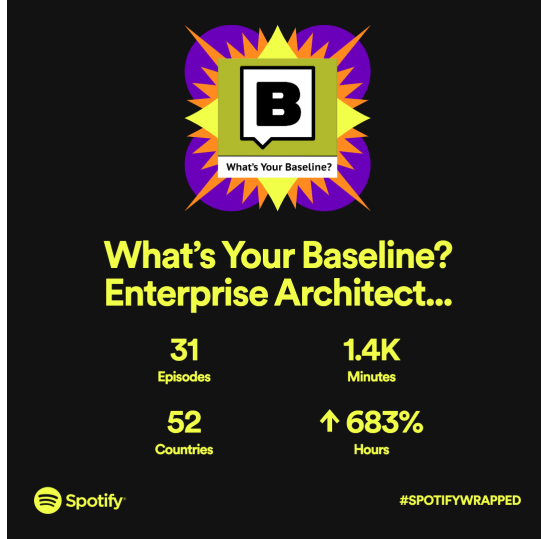
[whatsyourbaseline.com/podcast](https://whatsyourbaseline.com/podcast)

## Hello friends,

'Tis is the season and it is about time to do a wrap-up of 2022 for our little [What's Your Baseline?](#) podcast project. It was a year of growth that neither J-M nor I had expected, and we are pretty proud of how far we've come.

But what was the progress that we made?

- We published a total of [37 full-length episodes \(25 this year\) and 9 Shorts](#), and just crossed the 12,500 downloads mark - up from 1,300 a year ago
- We started dabbling in video with the What's Your Baseline Shorts and have a total of 644 views on [YouTube](#) (up from 19). However, the majority of the "videos" are the audio content and we will do more with this format in the future
- On the [website](#) we published 100 articles so far (up from 46), but we slacked a bit on the content articles - let's see if I have more time next year to write more of those
- However, the views on the website grew significantly in the last year - from 3,200 views last year (1,460 visitors) to 12,150 views (6,635 visitors). And we are consistently at or above 1,000. views per month
- [Spotify](#) did a nice wrap-up of 2022 and we are proud of the numbers, even though only 17% of our listeners are using Spotify. Let's hope that the other 83% have a similar distribution :-)



- Our [LinkedIn community](#) has grown to 918 followers, up from 180 last year
- We also were invited to other podcasts on multiple occasions, which is always fun, and some of these guest appearances are linked below
- Our [little shop](#) has not taken off (no surprise, we are not advertising it), but just be aware that you can support us by getting a T-Shirt ;-)
- On the technical side, we created a "Progressive Web App" from the website (you can now "install" WYB as an app on your device), and also created an Alexa skill, so that you just have to say "Alexa, play What's Your Baseline" (contact me for details how to enable this if you are interested)
- And lastly we rose to #8 on [Feedspot's list of Business Process Management podcasts](#)

Overall, 2022 was a good year for both of us here at What's Your Baseline, and we are looking forward to growing even more in 2023 together with you.

But for now, please have a look at the latest updates below, and give us your feedback for the upcoming Season 4 by [filling out our survey](#).

# Fresh content for you

Customers know their business and processes. They need someone to bring structure to help them move to the next level; ask people what they are doing, and support them with a process on how to improve the process.

Mirko Kloppenburg  
newprocesslab.com



[whatsyourbaseline.com/episode33](https://whatsyourbaseline.com/episode33)

October 31, 2022

## Episode 33 – How to inspire people for process: Mirko Kloppenburg

We talk (a lot) about technology and processes here on the podcast. But what about the human side of Business Process Management? Do we just forget them and aim for the desired outcome no matter what? No, we don't ...



In this episode of the [What's Your Baseline podcast](#) we speak with Mirko Kloppenburg, who started his own company and project "New Process Lab" a few months ago after 20+ successful years at Lufthansa Group.

To start the New Process Lab, he linked the often fuzzy New Work ideas with tangible processes. As symbiosis of Process Management and New Work, the "New Process" approach was created. It adds a human-centric mindset to the already proven BPM tools and methods we know from the past.

The exchange about New Process has shown him that there is a great need to explore these ideas more deeply. To do this, he created the a platform to build a community, to perform experiments, and to share experiences. The NewProcessLab.com is driven by the purpose to empower you to rethink your process. In addition, he started the New Process Podcast to explore new ways to rethink processes and to share his journey with you!



November 3, 2022

## “New Process” podcast guest appearance

Running a podcast – the gift that keeps on giving. This time our favorite co-host J-M and one of our guests, [Caspar Jans](#) ([Episode 16 – Management of Change](#)) are tag-teaming on Mirko Kloppenburg’s “[New Process](#)” podcast.

And coincidentally, Mirko is also the guest of our current [Episode 33 – How to inspire people for process?](#)

In this episode Caspar and J-M are acting as employees of Software AG and discuss with Mirko how ARIS has evolved over the years and how it is a “human-centered BPM tool” that Mirko is looking for (I am waiting for the time when he asks me to talk about [iGrafx](#) \*hinthint\*).

Read (listen) more here



**MORE  
PROCESS  
MINING USE  
CASES**

[whatyourbaseline.com/  
shorts8](https://whatyourbaseline.com/shorts8)

November 7, 2022

## More process mining use cases - What's Your Baseline Shorts 8

A few weeks ago (in [Episode 30](#)) we spoke about how to select your process mining tool. And the conversation was so good, that we totally overran our planned time of an hour.

But instead of leaving our thoughts about use cases for process mining, that are currently not implemented in standard process mining tools, we decided to use them as a What's Your Baseline Shorts episode. We are talking about:

- Customer mining
- Processes in the ecosystem
- Process mining for sustainability (add this to analysis, not only of one firm, but a chain of more organizations)
- Process mining for ESG



November 10, 2022

## 5 Tips to deliver great results through Process Mining – Webinar recording A

A week ago, I was the guest on a webinar, that was hosted by [Mark McGregor](#) and sponsored by [iGrafx](#). Mark and I spoke about process mining in general, but also about the biggest mistakes that organizations make when it comes to process mining. We also covered topics like “do you need a process mining CoE?” (Hint: no, you need the right skills that you might not have in your organization right now, but not another org unit. Use your existing process improvement CoE if you have one).

Overall, it was a very interesting conversation that focused less on technical aspects or features, but more on the “human” side ... as we inevitably see with every tech podcast – it boils down to people

[Read \(watch\) here](#)

Low code automation can seem faster, but in reality, you're often locked in the “low-code-walled-garden” with little ability to customize through scripting.

**Bernd Rucker**  
camunda.com



[whatyourbaseline.com/episode34](https://whatyourbaseline.com/episode34)

November 14, 2022

## Episode 34 – Process automation: Bernd Rucker

Being the reasonable adult seems to be the parallel topic of this week's episode – even though the main topic is process automation. We were just so excited in our conversation that we got carried away



In this episode of the [What's Your Baseline podcast](#) we speak with Bernd Rücker. He is a software developer at heart who has been innovating process automation deployed in highly scalable and agile environments of industry leaders such as T-Mobile, Lufthansa, ING, and Atlassian. Bernd contributed to various open-source workflow engines for more than 15 years and is the Co-Founder and Chief Technologist of [Camunda](#) – an open-source software company reinventing process automation.

Bernd is also the author of “Practical Process Automation” and co-author of “Real-Life BPMN”. Additionally, he’s a regular speaker at conferences around the world and a frequent contributor to several technology publications. He focusses on new automation paradigms that fit into modern architectures around distributed systems, microservices, domain-driven design, event-driven architecture, and reactive systems.

[Listen to Episode 34](#)

November 28, 2022

## Episode 35 – Facilitating process discovery and design sessions

Welcome to another episode of our [podcast](#). Today we are talking about what to do before, during, and after process discovery and design sessions.

In this episode of the podcast we are talking about:

- Before the session

You're trying to get people to answer both the easy questions and the hard questions. Easy: how should this process work? Hard: what happens when things go differently?

J-M Erlendson  
[whatsyourbaseline.com](https://whatsyourbaseline.com)



[whatsyourbaseline.com/episode35](https://whatsyourbaseline.com/episode35)

- Identify what to change/purpose
- Identify who to invite
- Create strategic alignment
- What to prepare
- During the session
  - How to structure a business architecture (process discovery)
  - How to start the session (facilitation)
  - Structure of design sessions
  - Follow-up sessions
- After the session
  - Clean up of models and sharing with participants
  - After the final session
  - After publishing

[Listen to Episode 35](#)

Six Sigma training is about cycles of learning. It's not just about getting a belt - it's about becoming 'fluent' in the methodology and knowing when to use components of the toolkit.

Ron Baker  
nextlevelpartners.com



[whatyourbaseline.com/episode36](https://whatyourbaseline.com/episode36)

December 12, 2022

## Episode 36 – Lean and Six Sigma: Ron Baker

There was a lot of buzz around Lean and Six Sigma back in the 80s and 90s, but not today anymore.

However, the practice is not dead and it is still relevant and used in many industries today. And there are good reasons to take a step back and have another look at why it was so successful and what of the practice still creates value and should be included in your process improvement and process excellence initiatives.



Today's guest on the [What's Your Baseline Podcast](#) is Ron Baker. He is an American Society of Quality (ASQ) Certified Black Belt and a SixSigma.us Certified Six Sigma Master Black Belt with over 26 years of proven success and increasing levels of responsibility in both domestic and international environments.

He has an expert level of business process improvement knowledge in transactional (Department of Defense, Financial & Retail) and manufacturing (Oil & Gas/Pharmaceutical/Health Care/Medical Device & Semiconductor) environments. In addition to this he has recent program management office implementation experience, deploying continuous improvement techniques (Lean Six Sigma), and strategy development.

[Listen to Episode 36](#)

I think part of the reason that Simulation has historically been less popular is that it was harder to get data you could trust. Process mining has changed that game.

J-M Erlandson  
[whatsyourbaseline.com](https://whatsyourbaseline.com)



[whatsyourbaseline.com/episode37](https://whatsyourbaseline.com/episode37)

December 20, 2022

## Episode 37 – (I can't believe it is another) Ten things I've learned

Welcome to another episode of our [podcast](#). In the final episode of the final season for this year, we are talking about another ten things we've learned over the years:

- How to do things
  - Transparency is more important than ever
  - Strategic alignment is key to your success
  - Sometimes you have to say "no" to requirements
  - Make clear from the outset how a project's success is measured
- Tools
  - BPM/EA tools are still too nerdy
  - Tools need to be simpler – how to get to information in three clicks or fewer



- How to provide self-help resources
- (Bonus) Do not google “how to create subway maps”
- The discipline/industry
  - There will be a renaissance of forward-looking data-driven decision making (e.g., Simulation)
  - Process Mining will cease to exist as its own market in 3-5 years
  - Knowledge Management needs to be more in focus

Listen to Episode 37



**A HOLIDAY  
SPECIAL WITH  
JEREMY VOLTZ**



December 22, 2022

## A Holiday Special with Jeremy Voltz – What’s Your Baseline Shorts 9

Today we have a special [What’s Your Baseline Shorts](#) episode for you, that has nothing to do with Enterprise Architecture or Business Process Management.



However, we think that you will like it: our guest today is Jeremy Voltz, an indie-soul musician from Toronto, Ontario, who is gracefully letting us use his music for all intros, outros, and intermissions.

We’re closing out the episode with the full Non-Christmas Christmas song “When You’re Near” by him as a small token of our appreciation for you. Please enjoy the upcoming holidays with your loved ones and we will see each other in Season 4 starting in mid-January!

## Outlook

We are taking off a few weeks to spend some quality time with friends and family (and so should you). But we will be back with Season 4 of the podcast in mid-January, which we are currently planning.

If you want to give your input on how we can improve the show, just head over to [whatsyourbaseline.com/survey](https://whatsyourbaseline.com/survey) and let us know what you think.

I am looking forward to hearing back from you :-)

Best,

Roland

### What's Your Baseline

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