

## ROLE OF PROCESS DESIGN IN THE ORGANIZATION OF BUSINESS UNITS

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The objective of organization is to provide service and product, which satisfy customer and create value for them.

Business process design is the creation of new workflows from scratch in order to achieve a company's goals. The goal of business process design is to develop effective processes and workflows that are scalable and easy to replicate.

There are several types of business processes. In the simplest approach, all business processes can be divided into three types: main (operational), managing and supporting or auxiliary business processes [1]. The main processes are those that directly bring profit to the company. These are those functions that are aimed at creating the company's products or services. Auxiliary or supporting ones include those that support the main business processes, make their implementation possible. For example, recruitment or financial service, etc. Finally, business processes are the functions that are responsible for the management and development of the entire organization, and this primarily includes strategic management.

A successful process design has to take into account the appropriateness of the process to overall organization objective. Process design requires a broad view of the whole organization and should not have a myopic outlook. And the process should deliver customer value with constant involvement of the management at various stages. Every process design depends on the specific process which the enterprise uses for doing business [2].



*Fig.1. Process types*

In order to achieve a good process design, effective process strategy is required, which deals with a singular line items required to manufacture the end product. Effective process strategy deals with raw material procurement, customer participation, technology investment, etc.

Process design plays an important role in quality assurance, so it can be used to:

- Identify weak links and potential bottlenecks in internal activities;
- Show where automation might improve a new business procedure;
- Enhance workflow understanding for new team members [3].

The overall goal of process design is to achieve performance consistency across a specific business procedure. Brainstorming and recording the various steps in a particular process is a highly effective way to map it, ensure coherent execution, and solidify results.

The introduction of a process design in a company can make the business more transparent and predictable, manageable, controllable. It can help build a really working motivation system for employees when everyone is interested in achieving results. It is also an opportunity to improve communication between company departments and employees. When the processes of the organization are formalized and prescribed, this reduces the influence of the human factor, facilitates and accelerates the process of adaptation of employees.

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