

Session

Relational Contracting Management – 1 Day EXECUTIVE

Facilitator

Andy Akrouche

The single leading cause of failure in complex public-public and public-private business arrangements is that they are structured as static transactions or deals that do not adapt well to change and evolution. By positioning the relationship among stakeholders at the heart of delivery management and contract performance, business arrangements can be structured as dynamic and adaptive business relationships that drive change and manage to achieve improved outcomes with lower risk.

This Executive program will equip attendees with the skills and know-how to oversee the planning, sourcing, establishment, and management of relationships that will deliver exceptional performance. The program will provide a high level guide to building the required capacity and skills necessary to enable change and create a culture of collaboration, joint management and trust.

Learning Objectives:

1. Gain an in-depth understanding of the foundational issues and challenges surrounding complex business arrangements.
2. Gain a comprehensive understanding of relationships in a business context. Learn about Relationship Charters and the key enablers for establishing high performing public-public and public-private business relationships.
3. How to plan, source and manage adaptive relationships that provide an ongoing opportunity to improve outcomes. Learn how to integrate the relationship dimension with a traditional transaction procurement process.
4. How to establish and operationalize relationship management frameworks in complex stakeholder community; How to launch high performing joint teams and build an environment of trust and collaboration.
5. A strategic understanding of change and transition management with emphasis on culture, human resources, technology harmonization and business process alignment.

Program Takeaways:

Participants will develop a “total system” understanding of adaptive business relationships with emphasis on change management and transitioning organizational cultures from an adversarial mindset to a collaborative, insight-based model of management.

This Executive training program is recommended for public and private sector executives, procurement managers, as well as line managers involved in the planning, sourcing, and management of complex business arrangements.

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Agenda	
8:00 – 8:30 a.m.	Continental Breakfast
8:30 – 12:00 p.m.	<p>Strategic Relationships Management Framework</p> <ul style="list-style-type: none"> • Complex Arrangements Overview, Challenges and Opportunities • Relationship-Based Management Framework Overview
	<p>Relationship Charter - Foundations of a Relationship</p> <ul style="list-style-type: none"> • Mission & Purpose • Joint Governance • Open Book Framework
12:00 – 1:30 p.m.	Lunch
1:00 – 4:00 p.m.	<p>Implementing Relationship Management Frameworks</p> <ul style="list-style-type: none"> • Establishing & Operationalizing Relationship Charters in Inter-Public Arrangements and in Existing Arrangements with Private Sector • Procurement Of Strategic Relationships with Private Sector • Strategic Analysis & Evaluation Tools Overview
	<p>Delivery Management, Oversight & Change Management</p> <ul style="list-style-type: none"> • Interest-based Negotiations • Internal Governance & Oversight Functions • Change Management

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“It is time for all stakeholders to break away from the adversarial business models of the past and to begin working together within relational management frameworks that facilitate mutuality, joint decision making, transparency and continuous alignment.

It is also time for the policy and procurement regimes to recognize and enable the ‘Relationship’ as the pivotal point around which service delivery and contract performance are conducted, measured and evolved.” - Andy Akrouche

Andy Akrouche is the founding partner of Strategic Relationships Solutions Inc. (SRS), a knowledge-based relationship management firm. While serving as Vice President of Outsourcing Management Services at Digital Equipment Corporation, and citing the failures of many complex business arrangements, Andy founded SRS to revolutionize the framework within which strategic business relationships are sourced, structured and managed.

Andy Akrouche is acknowledged as the industry leader in developing and managing adaptive, dynamic Public-Private and Public-Public relationships. Andy and his team help organizations develop and implement high performing relationships by moving business arrangements from fundamentally static transactions or deals to adaptive relationships based on flexibility, agility and ongoing stakeholder collaboration. The Relationship-based Model has proven its effectiveness in many high profile business arrangements in several sectors including the Transportation, Health and Defense industries.

Andy’s passion is for helping clients:

- Build awareness and internal capacity to create a highly collaborative organizational culture and high performance management teams.
- Revitalize their business relationships and substantially improve the performance of their MOUs, agreements and contracts.
- Plan, establish and manage adaptive strategic partnerships that deliver exceptional performance and sustainable value.
- Enable the alignment of policy, approval processes, and program and procurement management regimes to support sustainable long term relationships.
- Employ strategic procurement and relationships management as a catalyst for creating strategic supply chain and sustained economic benefits.

Andy delivers executive seminars and training programs on Relationships Management, Relational Contracting Management, Outsourcing, ASD, Commissioning and PPP Management. He is the author of the book, *Relationships First: The New Relationship Paradigm in Contracting.*

You can also follow Andy on his blog: [Relational Contracting Intelligence blog.](#)

Andy holds a Master’s Degree in Business Administration from the University of Ottawa.