

**Course**

**Relational Contracting Management – 3 Day PROFESSIONAL**

**Lead Facilitator**

**Andy Akrouche**

**Session Description:**

1. Provide an overview of the issues and underlying root causes of underperformance in today's models of management, key issues and challenges surrounding long-term complex business arrangements, and key factors leading to a high rate of failure.
2. Provide a description of the Relational Model of Management for complex public-public and public-private business arrangements.
3. Provide a guide to implementing, operationalizing and managing adaptive relationships.
4. Discuss how the relational model is applied to improve the performance of existing relationships.
5. Provide a guide for sourcing and selection of strategic partner(s) to work in a highly collaborative and adaptive business relationship.
6. Provide a guide for identifying and evaluating opportunities for performance improvement.
7. Discuss an organizational model for providing insight-based functional oversight and for transitioning organizational culture from an adversarial mindset to a collaborative model of working.

**Learning Objectives:**

1. Gain insight into the issues and challenges leading to a high rate of failure of complex business arrangements.
2. Understand relationships in a business context. Learn about Relationship Charters and the key enablers for success. Ability to develop and operationalize relationships and alignment management frameworks in diverse stakeholder environments.
3. Ability 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. Ability to form and launch high performing joint teams and build an environment of trust and collaboration.
5. Ability to objectively assess relationship fit and strategic provider capability against project or program outcomes.
6. Ability to lead and facilitate collaborative engagements to operationalize the relationship charter.
7. Ability to identify and assess opportunities for improving delivery performance.
8. Develop ability to manage culture change and transition of complex business arrangements.

**Additional Material**

- Course Workbook
- Material for case work
- Material for RCM Certification

## Relational Contracting Management – PROFESSIONAL

Day 1	
8:00 – 8:30 a.m.	Continental Breakfast
8:30 – 12:00 p.m.	<b>Strategic Relationships Management Framework</b> Complex Arrangements Overview, Challenges and Opportunities Relationship-Based Management Framework Overview
12:00 – 1:00 p.m.	Lunch
1:00 – 4:00 p.m.	<b>Relationship Charter - Foundations of a Relationship</b>
Day 2	
8:00 – 8:30 a.m.	Continental Breakfast
8:30 – 12:00 p.m.	<b>Implementation - Relationship Management Frameworks</b> Establishing & Operationalizing Relationship Charter For Existing Public-Private Relationships, Existing & New Inter-Public Sector Arrangements
12:00 – 1:00 p.m.	Lunch
1:00 – 4:00 p.m.	<b>Implementation - Sourcing New Public-Private Relationships</b> Alternative Forms Of Delivery Assessments Procurement Of Strategic Relationships
Day 3	
8:00 – 8:30 a.m.	Continental Breakfast
8:30 – 12:00 p.m.	<b>Implementation - Sourcing New Relationships - Continued</b> Strategic Analysis & Partner Evaluation Tools Overview Interest-Based Negotiations
12:00 – 1:00 p.m.	Lunch
1:00 – 4:00 p.m.	<b>Delivery Management, Oversight &amp; Change Management</b> Internal Governance & Oversight Functions Change Management

## Andy Akrouche, MBA, RCM Lead Instructor

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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.