Presented by: Strategic **Relationships** Solutions Inc. ≈ **IACCM** 🏛 École de gestion **TELFER** School of Management

Relationships First!
A Seminar on Relational Outsourcing Management

Learn about the best practice model for successful contracting. This seminar will equip executives and front line managers of public and private sector organizations with the insight, processes and tools to establish and manage relationships that deliver exceptional performance.

Lead by Andy Akrouche, MBA, creator of the Relational Outsourcing Model, founder of *The Centre for Relational Outsourcing Management*, and author of the upcoming book, *Relationships First: The New Relationship Paradigm in Contract Management.*

It is no secret that over 70% of outsourcing relationships fail to achieve their objectives. Fuelling this failure is the common practice of structuring outsourcing arrangements as "transactions" or "deals". Parties to contract become hostage to fixed performance based models and change order processes that drive adversarial behaviour and result in poor contract performance.

The relational model places the "relationship" among stakeholders at the heart of delivery management and contract performance. Outsourcing arrangements are structured as dynamic business relations that drive change and manage to achieve outcomes. This model has proven its effectiveness through several high profile engagements including some of the most complex public-private relationships in the industry.

"This seminar bridges the disconnect between executive vision and practical frontline execution. It is unlike any I have seen or been a part of ."

Jon Hansen, Author and Radio Host of the critically acclaimed Procurement Insight Window on Business Show.

"In today's environment, executives and managers are regularly faced with tough outsourcing decisions. Our partnership with SRS is a reflection of our continued commitment to excellence in executive leadership and management training. The SRS Relational framework is the industry's best practice model for sourcing and managing successful outsourcing relationships."

**Doug Dempster, Executive Director
Centre for Executive Leadership, Telfer School of Management, University of Ottawa**

Register Early*

Vancouver, May 15 ,16, 2013
Toronto, July 10, 11, 2013
Halifax, August 7, 8, 2013

*Only 40 seats available per location

Learning Objectives

Using a combination of interactive lectures, reviews and live case workshops, Seminar attendees will:

- Develop a "total system" understanding of outsourcing, including futuresourcing, PPP and shared services and its implications on business strategy and program delivery;

- Learn how to source or establish relationships rather than transactions or deals. Learn about a viable alternative to the traditionally rigid service level or performance based contracting;

- Learn about an evaluation model for objectively assessing providers' strategic capability that stands the scrutiny of public sector procurement regimes;

- Gain a strategic understanding of Relationship Enablement and Integrated Intelligence-based Risk Mitigation (IIRM™). Learn how to enable success and stay away from failure;

- More insight - Discover the state-of-the-art relationship governance and financial management model that keeps the relationship aligned, prosperous and delivering exceptional performance;

- Gain a strategic understanding of change and transition management with emphasis on human resources management.

Relational Outsourcing Management

Andy Akrouche, MBA

Andy is the president of The Centre for Relational Outsourcing Management and founder of Strategic Relationship Solutions Inc. (SRS), a knowledge-based, strategic management and relationship sourcing company. While serving as Vice President of Outsourcing Management Services at Digital Equipment Corporation and citing the pitfalls of outsourcing business arrangements, Andy founded SRS with a clear vision and purpose: to revolutionize the framework within which business relationships are sourced, structured, negotiated, and managed.

Andy pioneered the first evolution of the Strategic Relationship Model (SRM®) in the mid-1990's as a new framework for structuring and managing outsourcing business arrangements based on strategic fit, flexibility, continuous alignment and sustained mutual benefit. Today's SRS Relational Outsourcing Model (ROM™) builds on these principles and provides a complete framework and tools for implementing successful Outsourcing and Futuresourcing™ relationships.

Andy is the author of the upcoming book, *Relationships First: The New Relationship Paradigm in Contract Management.* For more information, visit: www.srscan.com.

◀◀ **Seminar Agenda**

Day 1

Morning Session 8:30 — 12:00	Afternoon Session 1:00 — 4:30
Outsourcing Fundamentals • What is outsourcing and why do current models fail so often? • What is relational and why is it better strategy? • Initial outsourcing assessment and outsourcing process management overview *Case Review & Analysis*	**Relationship Charter - How to build relationships that last** • Relationship Mission • Relational Governance and Performance Management • Open Book Financial Management *Group Case Workshop , Review & Analysis*

Day 2

Morning Session 8:30 — 12:00	Afternoon Session 1:00 — 4:30
Strategic Relationships Sourcing • How to source relationships in a public-public, public-private or private-private settings • Relationship Analytics - Industry analysis and how to objectively assess and evaluate strategic fit of bidders with your requirements *Group Case Workshop , Review & Analysis*	**Ancillary Processes and Tools** • Outsourcing planning backend processes • Interest Based Negotiation Process and Tools • Change Management • Internal Governance *Case Review & Analysis*

Register Now   **for more information** email: Relationaloutsourcing@srscan.com