

Breaking Through the Transactional Mindset

An Executive Training Program on how to Achieve Better Outcomes in Complex Procurements and Business Relationships

Relationships Management

Relational Contracting

Collaborative Working

It is no longer a secret that the majority of complex projects and business arrangements fall short of meeting stakeholder expectations. Research has shown that the fundamental issues are rooted in the fact that business arrangements are structured and managed as static “transactions” or “deals” that do not provide the agility and flexibility to respond to change, drive evolution and sustain value creation.

The **Transactional Model** was built a century ago on principles of certainty that are no longer valid in today’s increasingly volatile, uncertain, complex, and ambiguous business environment.

On the other hand the **Relational Model** provides a flexible, highly collaborative, adaptive, and agile approach to managing complex business arrangements to achieves success in today’s business environment.

This 2.5 day course provides a deep understanding of the Relationship Business Model (RBM™), a framework and tools for successfully implementing the relational approach in complex business arrangements with clients, partners and strategic suppliers.

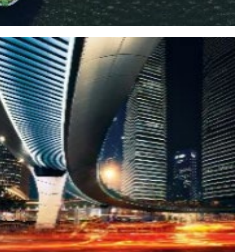
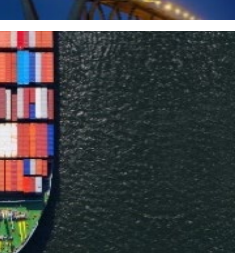
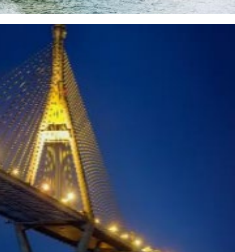
For registration or more information, please email us at Relationships@srscan.com

Or call Andy Akrouche: +1 613 290 5921



Relational Contracting Management

Training Program Particulars



Training for a Relational Approach and an Environment of Collaboration and Trust

This training program has helped many executives and program/project managers achieve greater success by enabling collaboration, integrated delivery, and mutual value creation with their clients, partners, and strategic suppliers. By employing the insight-based relationship management systems and collaborative working models learned in this course, organizations have been able to simplify communication and coordination, create an integrated team approach to delivery, reduce uncertainty, lower risk, and achieve better overall outcomes in complex programs and business arrangements.

This training provides participants with the essential knowledge needed to establish and manage adaptive and collaborative business relationships able to take advantage of change and to navigate through today's volatile, uncertain, and increasingly complex business environment. They will learn how to establish effective collaboration frameworks which will facilitate true integrated delivery, create sustained mutual value, effectively manage third party relationship risks and enable joint success. Participants will also be provided with the methodology and tools needed to shift organizational mindset and to create a culture of collaboration and trust.

Who Should Attend

The program is recommended for public and private sector executives, partner/vendor relations managers, business development executives, senior project managers, procurement officers and outsourcing advisors, as well as managers responsible for planning, sourcing, negotiating or managing business arrangements.

Delivery Format

This training program is delivered over two days and an optional ½ day certification workshop. The delivery format features a mix of short lectures, group discussions, and case work spotlighting current complex programs, projects and outsourcing / shared services relationships in the public and private sector. Our experienced advisors will work side by side with participants sharing their insights and knowledge gained from over 100+ years in multi-disciplinary endeavors at executive and senior executive levels.

ISO 44001- Collaborative Business Relationship Management

At the core of this program is a collaboration model that supports the development and administration of a dynamic, adaptive and collaborative business relationship between collaborators to achieve common goals and create mutual value. The model and its implementation methodology operationalize ISO 44001 effectively; an international standard published in March 2017, that describes organizational requirements to enable relationship management and provide guidance for establishing relationship management plans with strategic collaborators.

PMCD 3 Equivalency

This course is deemed as an approved equivalency for the Department of National Defence – Canada (DND) PMCD 3 qualification requirement.



Key Learnings

Through this training program, participants will gain knowledge and a deeper understanding of:

- Relationships vs Transactions
- The issues and challenges of managing business arrangements with partners, clients, and key suppliers
- The processes and tools for establishing and operationalizing relationships management and collaboration frameworks, including joint relationship charters, joint governance systems, enablement management, relationship performance and risk management, Joint escalation, and collaborative working
- Transitioning “relationship management” from an individual one-to-one connection to “relationship management as a system” and a platform for effective collaboration and value creation
- Approaches for evaluating relationship health, risk, strategic fit, and capability to deliver project/program outcomes
- Approaches for ongoing mutual value creation
- Fair value pricing and incentivization models to drive the right behaviour and reduce owner/provider competing interests
- How to lead and facilitate collaborative engagements to develop and implement relationship management plans
- How to plan and source relationships vs transactions or deals including procurement/partnering approach, relationship evaluation approach and selection criteria.
- How to launch high-performing joint stakeholder teams and create an environment of trust and collaboration
- Issues management and interest-based negotiations process
- Collaborative change and transitions management of complex programs and business arrangements
- ISO 44001 Corporate Relationship Management Plans, internal governance and management systems needed to enable and support collaborative relationships

Certification

All participants will receive a Certificate of Completion in Strategic Relationships Management, Collaborative Working and Relational Contracting. Additionally, Participants, working in teams or as individuals who submit the completed case work report within 90 days of completing the training and achieve a minimum score of 80% will receive professional certification in Relational Contracting Management.

Takeaways

- Gain a deeper understanding of Relational Contracting, Collaborative Systems, and ISO 44001
- How to source, establish, and manage Strategic Business Relationships vs transactions or deals
- How to enable effective collaboration, working in teams, and building of trust with clients, partners and suppliers.

Agenda: Two-Day Program

DAY 1 9:30 AM – 5:30 PM

Module 1 Relationships Management Overview

- Provide a macro level overview of Relationships Management Systems and Industry Trends
- Discuss the central issues inhibiting success in complex programs, and business arrangements

Module 2 Relationship Management and Collaboration Framework Reference Model

- Introduction to Relational Business Model
- Relationship Management Charter - Foundations of a Collaborative Business Relationship

Module 3 Implementation – Developing and Operationalizing Relationship Management and Collaboration Frameworks

- Collaborative Convergence Process – The key to shifting the mindset and achieving optimum collaboration
- Developing and operationalizing the ISO 44001 joint relationship charter and corporate relationship management plans
- Working in Teams – Collaborative Behaviors, Conversational and Emotional Intelligence
- Relationship Performance Management, Innovation, Integrated Risk Management, Enablement Management, Issues Management and Information Sharing

Experience Sharing Session

DAY 2 9:30 AM – 5:30 PM

Module 4 Relationship-Based Contracting Management (Relational Procurement)

- Overview of common sourcing models
- Relational Contracting Management – What makes an arrangement relational? What do we need to do differently? How do we implement Intra-relationship collaborative contracting
- Procurement Relational Assessment – To what degree a business arrangement needs to be relational
- How do we evaluate industry structures and assess strategic fit with a potential partner?

Module 5 Interest-Based Negotiations and Issue Resolution

- Introduction to Interest-based negotiation, issue management and resolution

Module 6 Internal Systems and Oversight – ISO 44001 CRMP

- ISO 44001 Corporate Relationship Management Plan – Internal Systems and Management Structures to support collaboration

Module 7 Managing Transitions

- Introduction to collaborative change and transition Management

15 minute breaks are planned for 11:30 AM and 3:30 PM as well as a 45 minute break at 1:00 PM. All times listed above are in UTC-04:00.



Instructors & Facilitators

Our Instructors and Facilitators include industry thought leaders and leading practitioners in collaboration, complex projects delivery, and relationships management.



Andy Akrouche, MBA
Lead Instructor and
Facilitator

- Founding partner of Strategic Relationships Solutions Inc. (SRS), a knowledge-based strategic alignment, procurement and relationships management firm in its 20th year helping clients achieve success in complex programs, projects and modernization initiatives.
- Chair - Canadian ISO 44001 Committee, collaborative business relationship management
- Managing Director - Institute for Collaborative Working Canada. ICW has been the driving force behind ISO 44001.
- Former VP, Operations Management Services at Digital Equipment Corporation – Identified the need for new business relationship approach to sourcing, structuring, and managing business arrangements to achieve success.
- Member of the Canadian ISO mirror committee on IT governance, ITSM, Business Process Outsourcing and Architecture and Performance Management.
- Executive Director of the SRS Centre for Collaborative Stakeholder Relationships. The Centre provides thought leadership, advisory and implementation support services for complex programs, projects and multi-stakeholder business arrangements.
- Author of “Relationships First: The New Relationship Paradigm in Contracting” Third Edition 2017.
- Andy delivers executive seminars and training programs on ISO 44001, Relationships Management, Collaborative Working, Relationship-sourcing and Collaborative Contracting, Outsourcing, ASD, Commissioning and PPP Management.
- Andy holds a Master’s degree in Business Administration from the University of Ottawa.



Eric Bloom
Lead Instructor and
Facilitator

- Founder and Executive Director of the IT Management and Leadership Institute
- Founder and president of OfficeInfluence.com
- Amazon #1 bestselling author of the book “Productivity Driven Success: Hidden Secrets of Organizational Efficiency”
- Author of the books “Office Influence: Get What You Want from the Mailroom to the Boardroom” and “Manager Mechanics: Tips and Advice for First Time Managers”
- Former nationally syndicated columnist, CIO.com contributor, ITworld.com contributor
- Certified Professional Coach
- Certified Professional Speaker (CSP) and Virtual Certified Speaker (VCS)
- Past President of National Speakers Association (NSA) New England
- IDC Research Advisor
- He is also a recognized thought leader on how to maximize the value of technical skill and knowledge though enhanced interpersonal communication, emotional intelligence, and influence.



Ian Mack, CMM, CD

- Naval career in the Royal Canadian Navy (RCN) for 38 years, retiring as Rear-Admiral.
- Has experience in uniform in every aspect of the lifecycle management of naval systems based on early employment and senior appointments as Head of Navy Training, Assistant/Deputy to the Commander of the Navy, Defence Attaché to the United States, and Chief of Staff of the Department of Defence Materiel Group.
- As a Director-General and Public Servant for a decade, he guided Project Managers in acquiring complex platforms (ships for the RCN and armored & logistics vehicles for the Canadian Army) and the competence development initiative for Project Managers.
- Was intimately involved in shaping and implementing Canada's National Shipbuilding Strategy, providing him an understanding of the challenges of developing a program of national scope and strategic importance.
- Has developed and employed advanced models of procurement/contracting.
- Focuses on researching best practices and relevant details to inform strategic perspectives when addressing problems.
- Well informed on governance as a critical enabler to successful complex project execution.
- Convinced of the importance of creating and sustaining a collaborative relationship amongst all stakeholders as THE critical enabler to delivering optimal outcomes in complex endeavours.

Instructors & Facilitators

Our Instructors and Facilitators include industry thought leaders and leading practitioners in collaboration, complex projects delivery and relationships management.



Mario Lagrange, MS, PMP

- Mario is a strategic advisor with Strategic Relationships Solutions Inc. with over 39 years combined experience at the Department of National Defence in aerospace engineering, defense procurement, commissioning, in-service support delivery management, project management, organizational relationships management, material acquisition and program sustainment.
- In the past few years, Mario has been the co-lead on several engagements where he and the SRS team developed and operationalized relationships management and collaboration frameworks.
- Mario holds a Master degree from Royal Military College and a Master of Applied Science (Aerodynamics) degree from the University of Toronto. He is a Flight Test Engineer graduate of the US Air Force Test Pilot School. A Professional Engineer and a Project Management Professional. Mario sits on Council of the Canadian Aeronautic and Space Institute.



Monty Mukerji, MBA, PMP

- Monty is a senior advisor with the Centre for Strategic Relationships and Collaborative Contracting. Monty works with leading public and private organizations to establish and operationalize collaborative relationships. Monty served as Senior Director of the Public Works and Government Services Canada's (PWGSC) Acquisitions Branch, during which time he enabled a multi-billion-dollar defence and information technology systems for major Crown projects.
- Monty has over 35 years of experience managing complex programs. Monty is a certified Project Management Professional and Relational Contracting Management Instructor. He promotes a collaborative approach to structuring and managing complex relationships; particularly for inter-departmental team building, alignment and a collegial decision-making process. He holds an MBA from St. Mary's University in Halifax.



Barbara Odenwald, MA

- Barbara is a passionate leadership coach and communications specialist with over 22 years' experience successfully building organizational capacity and facilitating professional/executive development. Her clients span the corporate, not-for-profit and public sectors. She works collaboratively with clients to identify needs at the leadership or team level to customize and deliver tools and content based on sound assessments and clear goal-setting.
- With a passion for innovation, change management, effective collaboration and problem-solving, she helps people and organizations excel as life-long learners, innovators, sustainable learning organizations and leaders in their industry. Barbara holds two degrees and certificates in her field from UBC and MIT and is a Conversational Intelligence coach.

Contact us

For more information about our programs and services, please contact us at Relationships@srscan.com or contact Andy Akrouche at +1 613-290-5921 and andy.akrouche@srscan.com