



## Strategic Relationships Management – ISO 44001 Series

### Relationships Management as a System, Relational Contracting and Collaborative Working

## Course Summary

### Description

It is not a secret that the majority of complex projects and business arrangements fall short of meeting stakeholder expectations. Research shows 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 sustained value creation.

As a result, service delivery models, procurement, and vendor management practices must undergo significant transformations to address the increasing levels of volatility, uncertainty, and complexity of the business environment in which we now operate.

This course helps organizations simplify communication, create an integrated team approach to delivery, reduce uncertainty, lower risk, and achieve better overall outcomes in complex programs and business arrangements.

### 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.

### Objectives

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

- The issues and challenges of managing complex projects and 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, relationship performance and risk management, collaborative working and collaborative competency
- 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 creating mutual value in existing or new relationships based on alignment of relationship goals, incentivization and reward sharing
- The processes and tools necessary to successfully establish and operationalize relationship management frameworks in diverse stakeholder environments
- The various sourcing and contracting models and how to apply relational contracting and ISO 44001 principles to provide ongoing opportunities for enhanced project and program outcomes – How to move from Transactions to Relationships
- How to develop effective compensation and incentivization models to drive the right behaviour and reduce competing interests
- How to lead and facilitate collaborative engagements to develop and implement ISO 44001 relationship management plans
- How to form and launch high-performing joint stakeholder teams and create an environment of trust and collaboration
- 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



## Strategic Relationships Management – ISO 44001 Series

### Relationships Management as a System, Relational Contracting and Collaborative Working

---

#### Course Summary (cont'd)

##### Topics

- Relationships Management Overview
- Relationship Management and Collaboration Framework Reference Model
- Implementation – Developing and Operationalizing Relationship Management and Collaboration Frameworks & Creating Mutual Value
- Relationship-Based Contracting Management (Relational Contracting)
- Interest-Based Negotiations and Issue Resolution
- Internal Systems and Oversight – ISO 44001 CRMP
- Managing Transitions
- Optional Certification Workshop

##### Audience

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 complex business arrangements.

##### Prerequisites

Before taking this course, students should have intermediate level of knowledge/experience in any of the following: Program/Project Management, Procurement, Public-Private Partnerships, Client-Vendor Relationships Management, Outsourcing/Managed Services, Supply Chain Management, and Multi-Stakeholder Relationships Management.

##### Duration

Two and a half days



## Strategic Relationships Management – ISO 44001 Series

### Relationships Management as a System, Relational Contracting and Collaborative Working

## Course Outline

### Day 1

#### *I. Module 1: Relationships Management Overview*

- A. Provide a macro level overview of Relationships Management Systems and Industry Trends
- B. Briefly discuss the central common issues in complex programs, projects and business arrangements, as well as challenges and opportunities

#### *II. Module 2: Relationship Management and Collaboration Framework Reference Model*

- A. Introduction to Collaborative Relationship Management Frameworks
- B. Relationship Management Charter - Foundations of a Collaborative Business Relationship

#### *III. Module 3: Implementation – Developing and Operationalizing Relationship Management and Collaboration Frameworks & Creating Mutual Value*

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

### Day 2

- E. Collaborative Convergence Process – The key to shifting the mindset and achieving optimum collaboration
- F. Developing and operationalizing the ISO 44001 joint relationship charter and corporate relationship management plans

- G. Working in Teams – Collaborative Behaviors, Conversational and Emotional Intelligence
- H. Relationship Performance Management, Innovation, Integrated Risk Management, Enablement Management, Issues Management and Information Sharing

#### *IV. Module 4: Relationship-Based Contracting Management (Relational Contracting)*

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

#### *V. Module 5: Interest-Based Negotiations and Issue Resolution*

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

#### *VI. Module 6: Internal Systems and Oversight – ISO 44001 CRMP*

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

#### *VII. Module 7: Managing Transitions*

- A. Introduction to collaborative change and transition Management

### Day 3

#### *VIII. Module 8: Optional Certification Workshop*

- A. For those that are seeking professional certification in relational contracting management, this 3.5 hour facilitated workshop is designed to assist participants in completing certification requirements.