

Relationships Management – ISO 44001

The Key to Achieving Success in Complex Projects and Business Arrangements

Collaboration Enabled - 2020 Series

Understanding and effectively implementing ISO 44001 in complex programs and business arrangements

Service delivery models, procurement, contracting methods, project and vendor management practices are undergoing significant transformation to address the increasingly complex, uncertain and volatile business environment in which we now operate. Relationships Management, Relational Contracting and Collaborative Working have emerged as the key enablers for achieving success.

Professional Training and Certification in ISO 44001 Relationships Management, Collaborative Working and Relational Contracting

An essential program for learning how to establish and manage collaborative, high performing business relationships with partners and strategic suppliers

Due to the situation we are facing with COVID-19, we are doing everything that we can to support business continuity. As such, this program will be delivered 100% digitally, without the need for physical presence. This seminar will be held online, via video conference, on April 29-30, 2020

Accelerated Two-Day Program



Professional Training and Certification in Strategic Relationships Management

In today's rapidly changing business environment, it is increasingly important to establish proactive, flexible and synergistic relationships with existing and potential partners. This is fundamental to achieving sustainable performance on programs and projects of any scale.

Research has shown that most complex programs, projects and business arrangements requiring significant collaboration fall short of meeting stakeholder expectations in the long term. While many factors contribute to this shortfall, the problems almost always originate from inherently siloed organizations, rigid transactional orientation and poor oversight models of management.

There is a better way!

The relationship between all parties involved, is the heart of their success. By positioning the relationship among stakeholders at the heart of planning, delivery and performance management, business arrangements can be structured and managed within a collaborative and adaptive framework which drives change and improves outcomes, while lowering overall risk.

Training for a Relational Approach

This two-day training program has helped many executives and program managers achieve greater success by enabling collaboration and mutual value creation across organizational silos and with their partners and strategic suppliers. By employing the insight-based relationship management systems and collaborative working models learned in this seminar, organizations have been able to simplify communication and coordination, reduce uncertainty, lower risk and achieve better outcomes in complex programs and business arrangements.

This Relationships Management, Relational Contracting and Collaborative Working training provides participants with the blueprint of how to build their collaborative competence, capability and capacity to enter into and manage successful relationships. As they progress through the program, participants will gain the knowledge and skills to effectively plan, source, establish and maintain relationships that will deliver exceptional performance. They will also be provided with the methodology and tools to shift organizational mindset and to create a culture of collaboration and trust.

The training is delivered using a mix of short lectures, group discussions and case work spotlighting current complex projects and business arrangements in the public and private sector.

Who Should Attend

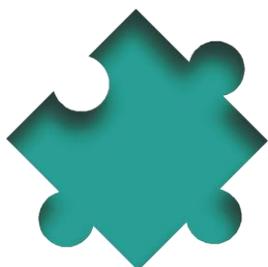
The program is recommended for public and private sector executives, partner/vendor relations managers, business development executives, procurement officers and outsourcing advisors, as well as managers responsible for planning, sourcing, negotiating or managing complex business arrangements.

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; a standard published in March 2017, that describes organizational requirements to enable relationship management and provide guidance for establishing relationship management plans with strategic collaborators.

Certification

Participants earn a certification in Strategic Relationships Management, Collaborative Working and Relational Contracting by attending all days of the program, submitting a completed case workbook and achieving a minimum score of 80% within 90 days of completing the in-class course.





Learning Outcomes

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

- Issues and challenges of managing complex business relationships
- Best practices for assessing relationship strategic fit and partner capability with regards to desired project/program outcomes
- Differences between managing individual one-to-one relationships and relationship management as a system and a framework for effective collaboration
- The ISO 44001 international standard – The definitive framework for relationship management best practice
- Joint relationship charters, joint governance, relationship performance management, collaborative working and collaborative competency development
- Approaches for creating mutual value that sustains the relationship in the long term, and help it deliver on its goals
- 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 lead and facilitate collaborative engagements to develop and implement ISO 44001 relationship management plans
- How to form and launch high-performing joint stakeholder teams in an environment of trust and collaboration
- How to develop effective compensation and incentivization models to drive the right behaviour and reduce competing interests
- The process for managing change and the transition phase of complex business arrangements
- ISO 44001 Corporate Relationship Management Plans, internal governance and management systems needed to enable and support collaborative relationships.



Program Outline

Over the course of this two-day program, our experienced facilitators will:

- Review the underlying causes of under-performing complex business relationships, including the challenges typically associated with long-term business arrangements that all too often fail. Identify how to avoid or reverse these challenges
- Introduce relationship management as a system, including a thorough review of the ISO 44001 Standard for Collaborative Business Relationships
- Detail the key elements of the relationship-based (relational) business model, including the corresponding framework to effectively operationalise ISO 44001. Discuss in detail, relationship charters, working in teams and defined open book including compensation and incentivization frameworks
- Outline a systematic approach and process for collaboratively developing and establishing joint relationship management and collaboration system
- Provide a model for evaluating the health of an existing relationship and set it for greater success
- Provide a thorough overview of important procurement, partnering and contracting models; Explain the theory of relational contracting and the inter-relationships between relational contracting, relationships management and collaborative contracting. Provide an overview of effective compensation and incentivization models
- Practice a systematic model for evaluating the degree to which relationship management and collaborative working/contracting are required in new projects
- Provide a detailed outline of relationship procurement including evaluation and strategic fit assessment
- Provide an overview of how collaboration, ISO 44001 and relationship business models impact Sellers marketing and sales strategies and client engagement process
- Provide a systematic model for mutual value creation, relationship performance and integrated issue and risk management
- Provide an overview of interest based issue resolution and management and how to implement it in a collaborative relationship
- Describe a collaborative approach to change and transition management.

Agenda

DAY 1 9:00 AM – 5:30 PM

- Module 1 Relationships Management Overview**
Provide a macro level overview of Relationships Management Systems and Industry Trends
Discuss the central common issues in complex programs, projects and business arrangements, as well as challenges and opportunities
- Module 2 Optimum State – Relationship Management and Collaboration Framework Reference Model**
Introduction to Collaborative Relationship Management Frameworks
Relationship Management Charter - Foundations of a Collaborative Business Relationship
Defined Open Book – Pricing, Compensation, Incentivization and Mutual Value Creation
- Module 3 Optimum State – Managing Relationships and Creating Mutual Value**
Working in Teams – Competencies, Collaborative Behaviours, Conversational and Emotional Intelligence
Relationship Performance Management, Innovation, Integrated Risk and Enablement Management, Issues Management, Information Sharing and Relationship Administration

5:00 – 5:30 PM Experience Sharing Session

DAY 2 9:00 AM – 5:30 PM

- Module 4 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
- Module 5 Relationship-Based Contracting Management (Relational Contracting)**
Overview of sourcing models
Collaboration requirements definition
Relational Contracting Management
Strategic fit analysis and partner selection tools
Intra-relationship collaborative contracting
- Module 6 Issue Resolution and Interest-Based Negotiations**
Introduction to Interest-based issue management and resolution
Negotiations process using interest-based framework
- Module 7 Managing Transitions**
Introduction to collaborative change and transition Management

5:00– 5:30 PM Closing remarks and takeaways

15 minute breaks are planned for 10:30 AM, and 2:30 PM as well as a 45 minute break at 12:00 PM.
All times are in EST.



Instructors & Facilitators

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



Andy Akrouche, MBA

- 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.



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 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.



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.

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.



Aisha Ghadban

- Aisha is a senior training and workshop coordinator at the Centre for Collaborative Stakeholder Relationships responsible for the planning, project management, coordination, and delivery-related activities for a portfolio of relationship management, relational contracting, and collaborative working programs. Aisha, with effective communication and project management skills, ensures that the training program, learning methods, and overall attendees' experience exceed expectation.
- Aisha works with client organizations to plan all aspects of the training and assists the instructors and facilitators in delivering the training programs.

Contact us

For more information about our services, please contact us at Relationships@srscan.com

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