

Subject : Supply Management

Workshop: Strategic Supplier Relationship Management

Program overview

- 2 hours e-learning
- 2 days classroom
- In depth interviews (workshop preparation)

In this workshop you will get the opportunity to assess strategic alignment, identify key improvement opportunities and develop a joint improvement agenda for a specific relationship with a key supplier.

The process and tools developed for this workshop will provide new insights in your relationship, based on which the participating cross-organizational teams (representing both your and your supplier's organization) will identify new and achievable value creation opportunities. This process will be guided by an experienced facilitator who will, based on a thorough preparation, support and motivate both teams to bring this buyer-supplier relationship to the next level.

Target Audience

This program is intended for:

- a cross-organizational team, 4-6 members from both organizations (buyer and supplier), looking for a way to develop a strategic relationship with a particular supplier. The supplier's organization should be actively involved in this workshop in order to determine the potential of the relationship and the implementation of the relationship management components. At the end of the workshop, the key sponsors for this initiative need to be available for the presentation of final results.

Objectives

Through this program participants will be able to:

- understand the drivers for attractiveness;
- have a common view on attractiveness of relationship;
- understand how to measure attractiveness;
- have defined an improvement Plan.

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Content: E-learning, 2 hours

1. Introduction World Class Excellence Framework (MSU)
2. Manage Strategic Relationships

Content: Preparations, 2-4 days

- Interviews and surveys held amongst the key members of the teams of both organizations to
 - ◇ understand current environment, attitudes and perceptions
 - ◇ map interaction and social networks
 - ◇ assess attractiveness
 - ◇ identify key workshop challenges

Content: Classroom, 2 days

In this workshop the cross-functional teams of both organizations, supported by the facilitator, will go through the following phases:

- Round-robin exercise.
Based on the preparation four carefully chosen questions will be investigated. The questions are designed to address the most important issues uncovered in the earlier phases. These questions often include tough issues.
- Presentation and discussion of earlier work.
This includes
 - ◇ a quick review customer-supplier "attractivity";
 - ◇ main conclusions from the interviews and the questionnaire network maps;
 - ◇ discuss what they might imply in order to stimulate generation of interesting insights and ideas.
- The transformation exercise.
Using various iterations the group will brainstorm and discuss on possible improvements. A voting process allows everyone to reflect their personal opinions as to the most important groups of proposed answers/initiatives. This results in three to four clear winners: improvement ideas for which there is a strong consensus.
- The Deep Dive.
Using this process, based on fast prototyping and a cycle of improvement efforts, the step towards implementation will be made as self-selected teams proceed to "build their first prototype" solution.
- Action planning.
One of the final results of the workshop is a detailed action plan