0 to 10 Relationship Management®
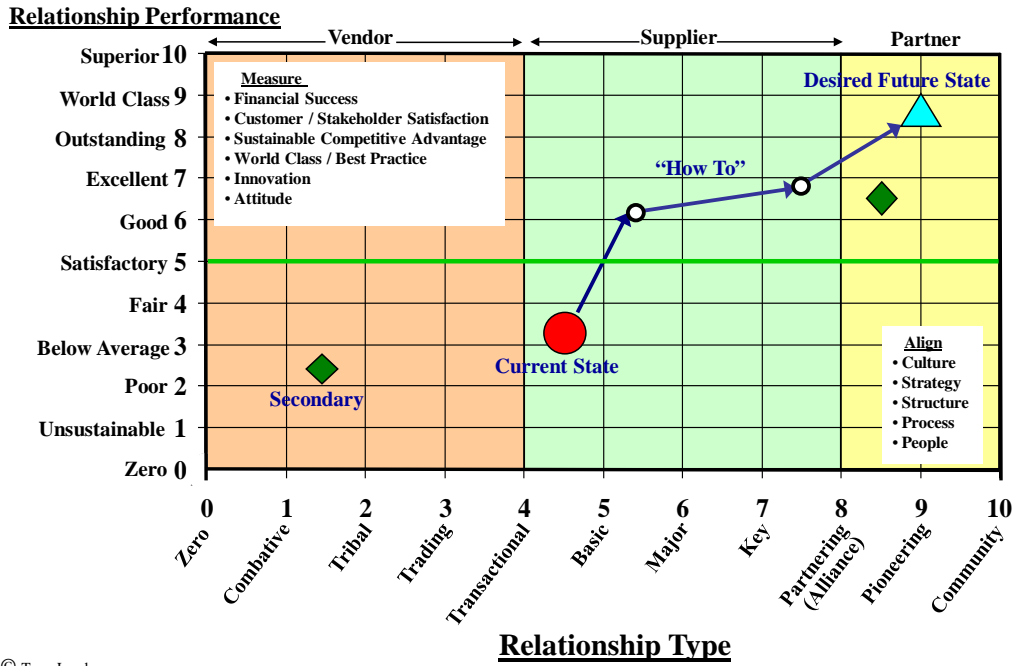
RELATIONSHIP MANAGER

PROGRAM

'Better Relationships, Better Business'

"Program Objectives, Outcomes & Agenda"

0 to 10 Relationship Management Matrix

The Way
• Keep the Faith
• Stay Focussed
• Enjoy the Journey

0 to 10RM®

Relationship Performance

Vendor — Supplier — Partner

Superior 10		
World Class 9		Desired Future State
Outstanding 8		
Excellent 7	"How To"	
Good 6		
Satisfactory 5		
Fair 4		
Below Average 3	Current State	Align
Poor 2	Secondary	• Culture
Unsustainable 1		• Strategy
Zero 0		• Structure

Measure
• Financial Success
• Customer / Stakeholder Satisfaction
• Sustainable Competitive Advantage
• World Class / Best Practice
• Innovation
• Attitude

Align
• Culture
• Strategy
• Structure
• Process
• People

0 1 2 3 4 5 6 7 8 9 10

Zero / Combative / Tribal / Trading / Transactional / Basic / Major / Key / Partnering (Alliance) / Pioneering / Community

Relationship Type

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0 to 10RM – Relationship Manager Program

Program outline

Purpose
To experience and apply 0 to 10 Relationship Management models and tools as a means to build and sustain high performance relationships.

Objectives
- To introduce the 0 to 10 Relationship Management principles, models and tools.

- To review practices, outcomes and benefits associated with high performance relationship management and 0 to 10RM.

- To gain an understanding of the current state and future desired state for selected relationships and to develop a rich picture/action plan to bridge the gap.

- To build competency as a 0 to 10RM practitioner and high performance Relationship Manager.

- To take away from the program, a clear 'roadmap' for ongoing relationship development and improvement.

Outcomes
On successful completion of this program you will:
1. Develop a shared understanding, language and practice around high performance relationship management.

2. Have a clear understanding of the financial and non-financial benefits associated with the effective application of 0 to 10 Relationship Management.

3. Understand the organisational culture, strategy, structure, process and people required to support high performance internal and external, customer/supplier, client/service provider and stakeholder relationships.

4. Have gained knowledge, ideas and inspiration in how to apply 0 to 10 Relationship Management in current and future roles.

5. Be able to practically apply 0 to 10RM models and tools to your most important relationship(s) in order to achieve the next levels of performance and relationship engagement, delivering improved value for money and sustainable competitive advantage.

Program agenda

Day 1

Day 1	AGENDA ITEM	OBJECTIVES
8.45 - 9.00	**Welcome & Introduction**	To: • Welcome the participants. • Review background to the day. • Overview the process and desired outcomes. • Review participants' objectives for the program.
9.00– 12.15 (*Break* 10.30– 10.45)	**Module 1.** **0 to 10 Relationship Management Framework** *Topics:* • *0 to 10 Relationship Management* • *0 to 10 RM Matrix* • *0 to 10 RAD (Relationship Alignment Diagnostic)* • *0 to 10Relationship Strategy Map* • *Making relationship management a core competency*	To: • Define relationships and review why high performance relationship management is critical to the delivery of an organisation's business strategy • Introduce the 0 to 10RM principles, models and tools via the 0 to 10 RM Storyboard and practical application to relationship management • Understand the application of 0 to 10RM to customer, supplier and stakeholder relationships (internally and externally) • Explore in detail the 0 to 10RM Matrix and application from first principles • Introduce the 0 to 10 Relationship Alignment Diagnostic (RAD) – Relationship Health Check and the 0 to 10RM Strategy Map • Enable the workshop participants to interpret the 0 to 10RM Matrix from their own knowledge, skills sets, and experience
12.15 – 1.00	**Lunch**	

1.00 – 4.30
 	
(*Break* 3.00 - 3.15)
	Module 2.
	
	0 to 10RM "Key Components"
	
	Topics:
	
	• *0 to 10RM Key Components*
	
	• *Developing value propositions*
	
	• *How to determine which relationship type/approach is appropriate*
	
	• *Define trust*
	
	• *Relationship Charters*
	
	• *Performance measurement*
	
	• *0 to 10RM Characteristics Matrix – alignment of culture, strategy, structure, process, people*
	
	• *Relationship structures and interfaces*
		To:
		
		• Understand the benefits to be gained from applying 0 to 10RM
		• Understand the 0 to 10RM Key Components i.e.
		  - Value Propositions & Leadership
		  - Relationship contracts/agreements
		  - Relationship Charters as moral agreements
		  - Relationship Performance KPI Scorecards
		  - Performance-based Remuneration
		  - Strategy/Action/Business Plans
		  - Relationship Governance
		• Review strategic value vs commercial value, and willingness vs capability model - How to determine the right relationship type to engage
		• Develop Value Propositions associated with high performance relationship management
		• Align performance, measurement, remuneration and attitude
		• Developing and sustaining trust
		• Managing the interfaces and multi level structures

4.30 – 4.45	**Review of Day 1 and Close**	

Day 2

Day 2	AGENDA ITEM	OBJECTIVES
8.30 – 12.15 (*Break* 10.30–10.45)	**Module 3.** **People and the Lets Go Change Model** *Topics:* • *The Bus of Change* • *Lets Go Change Model* • *Culture survey* • *Culture and people alignment* • *Relationship Manager roles and responsibilities*	To: • See 0 to 10RM as a 'mission critical' change process • Review the Bus of Change model • Engaging the Lets Go change model with selected high impact relationships • Understand the role of trust, commitment, leadership and loyalty in managing relationships • Culture and its role in managing high performance relationships • Completing 0 to 10RM culture survey • Review of Relationship Manager roles and responsibilities
12.15 – 1.00	**Lunch**	

1.00 - 4.30
 	
(*Break* 3.00 -3.15)
	Module 4.
	
	Journey Management: HOW do I build a relationship improvement roadmap?
	
	Topics:
	
	• *Paradigms – prevailing and new*
	
	• *Relationship Development Curve*
	
	• *RAD Review*
	
	• *The value question*
	
	• *12/12/6 Roadmap*
	
	• *12/12/6 Action Plan*
		To:
		
		• Understand the nature of paradigms and paradigm shifts and the application to high performance relationship management
		• Review the 0 to 10RM Development Curve model
		• Ask the Value Question and apply it to selected relationships
		• Explore the importance of innovation and continuous improvement in high performance relationship management.
		
		• Review RAD results - Current State and Desired Future State for selected relationships
		• Build a Relationship Roadmap using the 0 to 10RM 12/12/6 Roadmap technique i.e.
		  - the 12 motivators driving the
		  - the 12 steps to deliver
		  - the 6 outcomes (financial and non financial)
		• Develop 12/12/6 roadmap 'mudmap'
		
		• Develop a 'go forward' strategy/action plan for selected relationship(s) to bridge the gap between the Current State(s) and the Desired Future State(s)
		• Explore the relevance and application of the 12 step process for relationship improvement

4.30 – 4.45	**Review of Day 2 and Close**	

Day 3

Day 3	AGENDA ITEM	OBJECTIVES
8.30 – 12.15 (*Break* 10.30– 10.45)	**Module 5.** **Making the Framework Fly** *Topics:* • *Scenario Planning* • *Role Playing* • *Storytelling* • *Q & A* • *Relationship Manager Competency review* • *Building a Journey Management Plan for selected relationships*	To: • Discuss real world scenarios to manage/lead • Develop and role play potential outcomes • Use the 0 to 10RM Storyboard to practice and hone storytelling skills • Conduct a general Q&A session to identify gaps in understanding and knowledge • Review Relationship Manager competency survey and identify strengths and opportunities for improvement • Build a Journey Management Plan for targeted / selected relationship(s). • Present Journey Management Plan to peers and senior managers
12.15 – 1.00	**Lunch**	
1.00 - 4.30 (*Break* 3.00 -3.15)	**Module 5. (Continued)**	
4.30 – 4.45	Review of the Program and Close	To: • Review of the value gained from the three days - personal perspective - 0 to 10RM moving forward