



0 to 10 Relationship Management[®]

SIGNATURE PROGRAM

'Better Relationships, Better Business'

"Program Objectives, Outcomes & Agenda"

0 to 10RM - Signature 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

1. **To introduce** the 0 to 10 Relationship Management principles, models and tools.
2. **To review** practices, outcomes and benefits associated with high performance relationship management.
3. **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.
4. **To build** competency in high performance relationship management.
5. **To take away from the workshop**, a clear 'roadmap' to further relationship development and improvement.

Outcomes

On successful completion of this program you will:

1. Develop a **common understanding** of and **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/client, supplier/service provider and stakeholder relationships.
4. Have gained **knowledge, ideas** and **inspiration** in applying 0 to 10 Relationship Management.
5. **Be able to apply** what has been learned to your most important relationship(s) so they can be taken to 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: <ul style="list-style-type: none"> • Welcome the participants. • Review background to the day. • Overview the process to be taken and desired outcomes. • Review workshop participants' objectives for the workshop.
9.00–12.15 (Break 10.30–10.45)	Module 1. WHAT is 0 to 10 Relationship Management (0 to 10RM)? <i>Topics:</i> <ul style="list-style-type: none"> • <i>0 to 10 Relationship management</i> • <i>Relationship qualities</i> • <i>0 to 10 RM Matrix</i> • <i>0 to 10 RAD (Relationship health check)</i> • <i>Making relationship management a core competency</i> 	To: <ul style="list-style-type: none"> • Define relationships and review why high performance relationship management is important to the delivery of an organisation's business strategy • Introduce the 0 to 10RM principles, models and tools via the five key 0 to 10 RM tools and their 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 its 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. WHY use 0 to 10RM? (What are the benefits?) <i>Topics:</i> <ul style="list-style-type: none"> • <i>0 to 10RM Key Components</i> • <i>Developing value propositions</i> • <i>How to determine which relationship type/approach is appropriate</i> • <i>Define trust</i> • <i>Relationship Charters</i> • <i>Performance measurement</i> • <i>Characteristics Matrix – Strategy alignment</i> 	To: <ul style="list-style-type: none"> • Understand the benefits to be gained from applying 0 to 10RM • Understand the 0 to 10RM Key Components i.e. <ul style="list-style-type: none"> - Value Propositions - Relationship contracts/agreements - Relationship Charters as moral agreements - Relationship Performance KPI Scorecards - Performance-based Remuneration - Strategy/Action Plans - Relationship Business Plans - Relationship Governance • Review strategic value vs commercial value, and willingness vs capability model • Develop Value Propositions associated with high performance relationship management • Align performance, measurement, remuneration and attitude • Review high performance relationship management as a core competency <ul style="list-style-type: none"> - what does this mean? - what does it look like?
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)	<p>Module 3.</p> <p>WHO is involved in the journey?</p> <p>Topics:</p> <ul style="list-style-type: none"> • <i>The Bus of Change</i> • <i>Culture survey</i> • <i>Culture and people alignment</i> • <i>Paradigms – prevailing and new</i> • <i>Relationship Development Curve</i> • <i>Relationship interfaces</i> • <i>Structure alignment</i> 	<p>To:</p> <ul style="list-style-type: none"> • See 0 to 10RM as a 'mission critical' change process • Review the Bus of Change model • Understand the role of trust, commitment, leadership and loyalty in managing relationships • Understand the nature of paradigms and paradigm shifts as applies to high performance relationship management • Review the roles and responsibilities of Relationship Managers • Understand the importance of alignment of culture, strategy, structure, process and people • 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.
12.15 – 1.00	Lunch	
1.00 - 4.30 (Break 3.00 -3.15)	<p>Module 4.</p> <p>HOW do I build a relationship improvement roadmap?</p> <p>Topics:</p> <ul style="list-style-type: none"> • <i>Process alignment</i> • <i>0 to 10 RAD Desired Future State</i> • <i>The value question</i> • <i>12/12/6 Roadmap</i> • <i>12/12/6 Action Plan</i> • <i>Wrap up – where to from here?</i> 	<p>To:</p> <ul style="list-style-type: none"> • Apply the 0 to 10RAD and/or 0 to 10 Strategy Map tools to determine the 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. <ul style="list-style-type: none"> - the 12 motivators driving the - the 12 steps to deliver - the 6 outcomes (financial and non financial) • 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 the Program and Close	<p>To:</p> <ul style="list-style-type: none"> • Review of the value gained from the two days • Discuss how will the program participants look at relationships and relationship management differently • Discuss how the program participants will use the 0 to 10RM models and tools moving forward.