

**The Client Partnering program** is a one day facilitated workshop that defines a collaborative partnership between your company and a major client. It is suitable for new clients and projects where the relationship must be defined. It is also suitable for existing clients where there may be relationship issues to be resolved.

Our approach builds on Jon Katzenbach's principles. He is one of the world's leaders in developing teams. The Katzenbach model describes a team as:

*"a group of people with complementary needs and skills who are committed to a common purpose, performance levels and approach for which they hold themselves accountable"*

The program includes facilitated discussions that produce mutually beneficial performance outcomes through creating partnership teams. It runs over one day with pre-work required for each participant. Three months later there is a Half Day Integration/Measurement. This is followed by a Half Day Integration, three months apart. Each program is highly tailored to the particular needs of the project team and client involved.

## Who should attend?

This program is applicable for Account Teams looking after existing accounts, as well as Sales Teams focusing on new business. All members of the client's team that are responsible for the relationship between their company and the supplier/Partner should also attend.

## Program Outline

- Developing a common purpose
- Identifying shared values
- Establishing communication protocols
- Agreeing on Issue Management procedures
- Adding reciprocal value

## How will participants benefit?

The key benefits are to:

- Set clear expectations of both parties
- Identify and commit to a common purpose for the project
- Establish common communication protocols
- Agree on management procedures
- Improve the success rate of the project



A fresh  
perspective  
on your  
performance