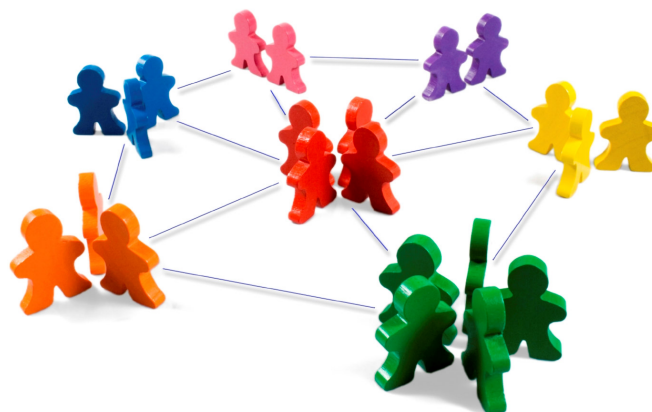


# Successful Stakeholder Partnerships (SSP)

## 1-day workshop

Organisations live and die by the effectiveness of their internal and external relationships. Time and again however, bad relationships result in project failures or roadblocks - with no one able to pinpoint or rectify the causes.

To prevent this we need a means for understanding how shared value can be effectively negotiated between all stakeholders. Additionally we need a method for tracking relationship health over time.



Value Network Analysis (VNA) allows us to identify critical tangible and intangible value flows between stakeholder roles. In this way each role clearly understands what it is accountable for, and to whom, and vice versa. A partnership scorecard can then be used to monitor the health of all stakeholder relationships over time. If problems are encountered they can be resolved at the role-to-role level, avoiding the finger-pointing or blame-shifting which too often occurs between departments or with suppliers.

In this 1-day, interactive workshop you will learn to how to use and apply the VNA technique and to create a partnership scorecard. You'll learn how to identify the tangible and intangible success factors that turn relationships into successful partnerships.

### Who will Benefit?

Project Managers, business analysts, architects, designers, software developers, service delivery managers, customer service managers, business managers, stakeholders and clients.

### Course Objectives

To provide participants with effective techniques for managing stakeholder partnerships. The tools and techniques provided will assist you in identifying the stakeholders you need to partner with in order to deliver effective systems and services.

### Learning Objectives

On the successful completion of the course delegates will be able to:

- use value network analysis to identify stakeholders' relationships
- understand how value network analysis fits within ITIL
- build a value network for an organisation or project
- list negotiated accountabilities using a partnership scorecard
- measure relationship performance using scorecard metrics
- use the scorecard to identify risks and missing deliverables
- use scorecard results for project or services acceptance

### What Others Have Said

"The scorecard process provided us with truly unique insights into what is really important for both Hargraves and our members"  
**Executive Director, Hargraves Institute**

"The Optimice model is insightful and reveals the unexpected"  
**Innovation Manager, Caltex**

**OPTIMICE**  
 optimising business relationships

Developed by Optimice,  
 The Partnership  
 Scorecard™ helps  
 organisations achieve  
 longer lasting, more  
 profitable partnerships.

**CeBIT 2008**  
 Finalist – Early Innovators Award



209/620 St Kilda Road  
 Melbourne, VIC 3004  
 Australia  
 ACN 007 219 589

Tel: (03) 9533 2300  
 Fax: (03) 9533 2400  
 Email: training@irm.com.au  
 Web: www.irm.com.au



## Successful Stakeholder Partnerships - Workshop Agenda

### Current IT Governance Issues

Changing business environments, changing technical environments

### Introduction to Value Networks

What are value networks, value networks and ITIL, the partnership scorecard approach

### Roles and Responsibilities

Sponsorship and the sponsor's role, organisational black holes, compliance Vs. co-operation, identifying your organisational network, building and analysing the value network, creating the partnership scorecard

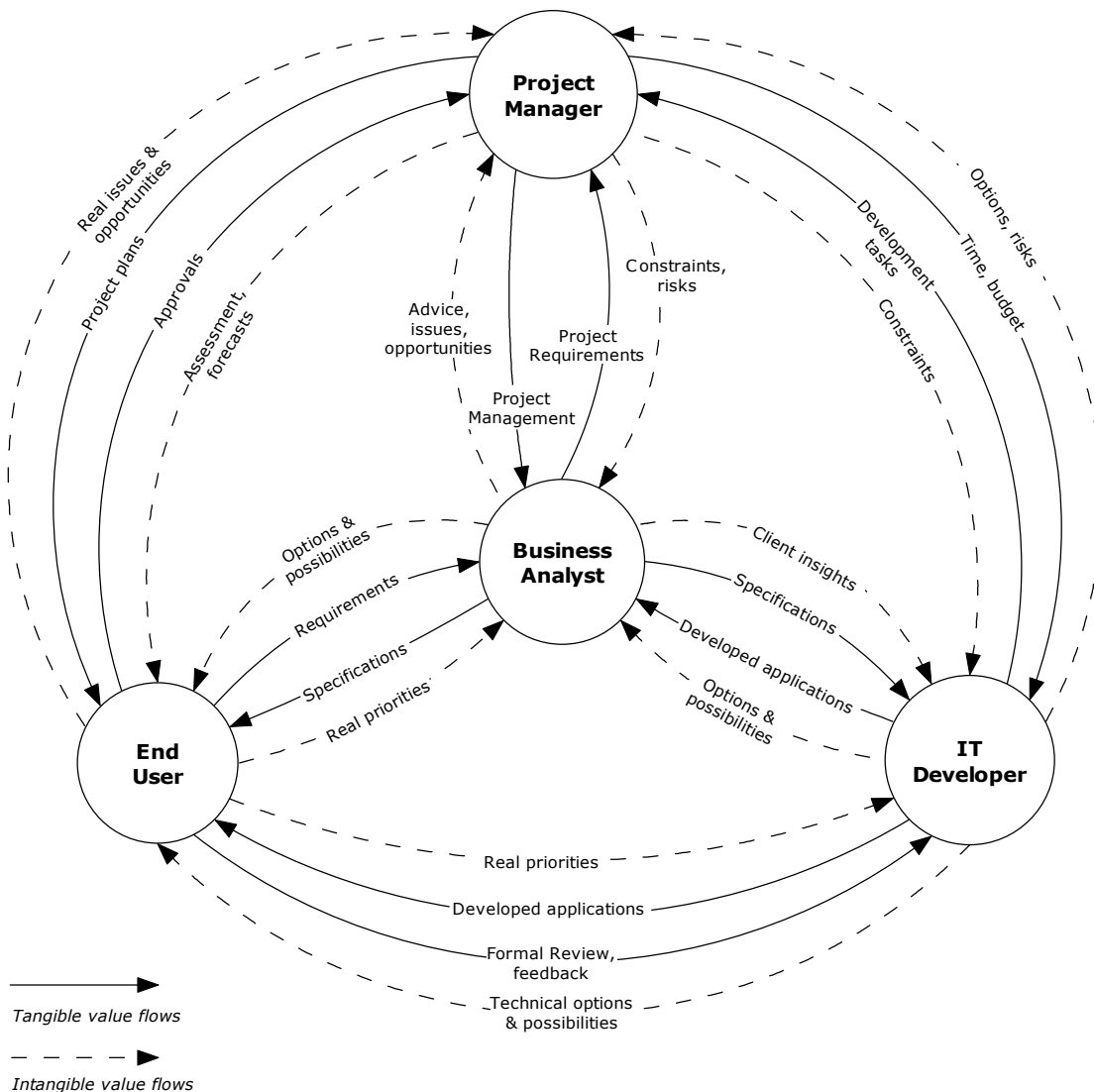
### Personal Performance Assessment

Partnering core competencies, personal networks, star performers, leveraging for innovation

### Action Plans

Personal action plans, workplace initiatives

## Typical Business Analyst's Value Network



For course dates and further information, contact IRM Training:

Tel: 03 9533 2300

Email: [training@irm.com.au](mailto:training@irm.com.au)

Web: [www.irm.com.au](http://www.irm.com.au)