

Group and earlybird discounts available

CPD: Continuous Professional Development Points earned

Relationship Management in Business & Government

Building and benchmarking relationship excellence at its best

Program Facilitator:



Ms. Beverley Honig
CEO
Honeylight Enterprises P/L

Bonus Take Away:

1. An interactive workbook with key concepts and skills
2. A set of quick-reference card on Relationship Management
3. Access to Honeylight's Centre of Excellence online forum

Testimonials from Beverley's past and current clients

"This program has set a new mindframe for my department. Launching from strategic sourcing to collaborative partnering was harder than we thought, but the Honeylight framework has made a lot of sense to all of us. I would recommend this to any department seeking better working relationships with a whole bunch of stakeholders." ~ **Australian Government executive**

"Great delivery, full of practical live examples, role plays and clear explanations. Loved the takeaway cards, we use them in the office everyday. I will be sending all my managers on this course" ~ **Head of People and Culture, Energy Australasia**

"Well done for alerting me to this program! We hear so much about partnering and stakeholders but when it comes to the crunch everybody has a different take on what this is. Now I have an action plan that will stick and work right throughout my company. I think this is a turning point for all of us." ~ **Program Director, Oil & Gas Industry**

"Every manager should attend this to stay in front of the game. I'd call it management at a hygiene level!" ~ **General Manager Finance, Telecommunication Corporation**

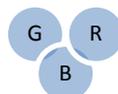
"Coopetition...I love it. Everyone can benefit from this program, we have now hit the big league when it comes to results". ~ **Business Manager, Banking & Finance Division, Energy Ltd**

"Well done. Your Relational Program is second to none. Finally cleared up the vagaries of relationship management, and made it real. Loved the examples and shared networking. Give me more." ~ **Project Director, Resources Industry**

Key Benefits

Prepare a Relationship Management scorecard and health check that
Define and map your stakeholder relationships
Target ways to communicate with key decision makers
Identify & appeal to stakeholder needs: Relationship management strategies
Build effective relationship networks internally & externally
Develop and manage a comprehensive relationship planning process
Measure & continuously improve your business relationships
Improve business value and healthier business relationships
Understand relationships across generations: Gen X to Gen Z
Manage relationships across borders and cultures

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Centre for Global
Business Relationships



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Program Overview

We all know that it's not what you know that counts as much as who you know. This course advances your know how in order to capitalise on 'who you know' to gain mutual strategic benefits from your working relationships.

Regardless of which segment of business or government you come from, relationship management is key to success. That's because the value of any business relationship revolves around 3 things: the people, how they interact, and linking that people value to relationship metrics to make quantum leaps rather than incremental progress. This program puts a set of very useable metrics to your business relationships, linking them to results, performance and effectiveness.

We have long been measuring efficiencies, but business resilience can now be measured on the effectiveness scale, using our sure fire relationship measurement framework, from planning to reaping rewards.

You will learn how the concept of Coopetition is the foundation for your enterprise growth. You can be sure that your competitors and strategic suppliers have attended this program, but it takes two to tango. Don't get left behind.

POWERFUL 1 DAY PROGRAM

STRATEGIC BUSINESS RELATIONSHIP FRAMEWORKS

- The relationship lifecycle
- The relationship management framework
- Playing your cards right

BUSINESS RELATIONSHIP COMPETENCIES

- Management role and responsibilities
- Team requirements for business relationship management
- Major effective communications elements
- Stakeholder management
- Working through people: Managing relationship constraints
- Relationships across generations and cultures

MAKING RELATIONSHIPS WORK: THE METRICS

- The Metrics of Relationships
- Mapping and positioning
 - Internal/external management
 - The Chain of Support' and 'gateway blockers
 - Strategic suppliers
 - Vendor/supplier needs & contractual agreements

COOPETITION

- Making business partnerships and alliances work
- Developing the skills:
 - influence, compromise and collaboration
 - effective negotiation styles
- Identify long term challenges to manage Business Relationships

RELATIONSHIP SCORECARDING

- The Relationship Management Scorecard to greater success
- Prepare a Relationship Health check report that will lead to improved value for your organisation

WHO SHOULD ATTEND

- Managers working with external suppliers
- Managers working with customers
- Business heads working with strategic stakeholders
- General Managers responsible for results
- Business relationship managers
- Government execs needing to partner and collaborate
- Those managing people across generations & cultures

ABOUT YOUR PROGRAM LEADER

Beverley Honig BA LLB MBA is the CEO of Honeylight Enterprises P/L, a leading edge business consultancy established in 1996, and an acclaimed business advisor to corporate and governments globally in the field of Leadership, International business sourcing, performance management, contract management, negotiations, people management and culture management.

Ms Honig is the well-known author of 2 bestselling business books, the first published in 2010 called "Making Contracts Work", and the second text book called "Project Management: The Managerial Process".

She is also an internationally qualified lawyer and a Board Director and Chairman of several public and private companies. She is a part time judge for the Essential Services Commission and a senior lecturer in the University of Melbourne and Queensland University of Technology's Business School for the Australian Department of Defence.

Ms Honig is a seasoned strategist and corporate trainer, and has designed and delivered more than 200,000 training courses globally, across Europe, the UK, Asia and the US. She has led reviews and structured management programs in the public and private sector across many industries, underpinned by her senior executive management positions held in companies such as Coles Myer Ltd.

Beverley is also a globally sought after public speaker and advises many Companies and governments on leadership and management within their organisations.

Ms Honig was nominated Businesswomen of the year, and is the recipient of 3 multi-national trade awards presented by the Prime Minister, in recognition of her outstanding contribution to the forging of international trade links. Beverley is listed in the Who's Who of Australia.

In House programs, tailored specifically to your organisation's needs, can be arranged at your preferred location and time.

To register please contact INFO@HONEYLIGHT.COM.AU, or call +61 (3) 6139945, or click [register now](#)