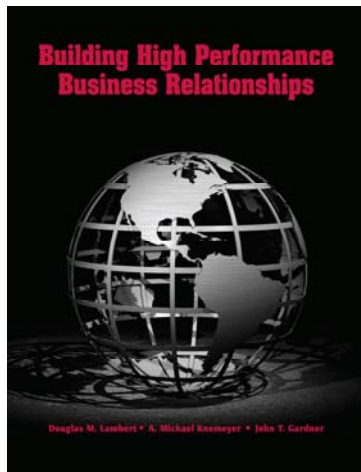


Building High Performance Business Relationships - A one day Master Class

Presented By
Douglas M. Lambert

Recent co-author of



Master Classes will be held at the following locations:

Sydney Campus
16 March 2010
9am—5pm

Level 14
175 Liverpool Street
Sydney NSW 2000

Wollongong Innovation Campus

18 March 2010
9am—5pm

Building 232
Squires Way
Fairy Meadow NSW 2500

Topics covered:

- Partnerships and Corporate Success
- Identifying Potential Partners
- Using the Partnership Model
- Sustaining the Relationship and Measuring Performance
- The collaboration Framework

Fee \$660* incl. GST

* some discounts may apply

To register your attendance, please contact
Kirsten Jackson (02) 4221 5823 or kjackson@uow.edu.au

About the Master Class

In an environment characterised by scarce resources, increased competition, higher customer expectations, and faster rates of change, executives are beginning to realise that a key to achieving a sustainable competitive advantage is the development of collaborative relationships with key customers and suppliers.

These relationships, which are often referred to as “Partnerships”, provide a way to leverage the unique skills and expertise of each firm and may also “lock out” competitors.

The Partnership Model provides a structured and repeatable process to effectively and efficiently build and maintain tailored business relationships that may become an asset for executives looking for competitive advantage. In addition, you will be shown how to use The Collaborative Framework, a tool that can be used by customer and supplier teams to determine priorities for each relationship and develop an action plan for achieving the goals jointly established for the relationship.

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About the Presenter

Douglas M. Lambert holds the Raymond E. Mason Chair at the Fisher College of Business, The Ohio State University where he is Director of The Global Supply Chain Forum. His publications include more than 100 articles and texts. In 1986, Dr. Lambert received the CSCMP (CLM) Distinguished Service Award for his contributions to logistics management. He holds an honors B.A. and MBA from the University of Western Ontario and a Ph.D. from The Ohio State University. In December, 2004 his article on partnerships, “We’re in This Together”, was published in the Harvard Business Review. He is a 2010 Visiting Fellow at the Sydney Business School.

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Endorsements

“Through this partnership model, we were able to turn around a relationship that had gotten so bad we had several years without doing business and a few involved vowing never to do business again. We were able to learn what our customer really wanted and what they needed. We were able to share our wants and needs as a supplier. We learned that we were really not that far apart. This process manages through individual personalities and allows the business factors to win out. Today, we hold the relationship with the customer as one of our very best. We can be very frank and honest with each other today. We know there are no ulterior motives and we are able to make decisions that work not just for short term.”

Bernard F. Leonard - Group Vice President, Food Services, Tyson Foods

“Developing and managing a Partnership with a strategic customer or supplier as outlined in this book can provide you with a competitive edge and help tilt the playing field in your favor.”

Richard A. Locke - Vice President, Supply Chain, Food Packaging Americas & Global Pharmaceutical Packaging, Alcan.