

Supplier Relationship Management



Our new certification in modern Supplier Relationship Management (SRM), for WorldCC members, offers sector leading knowledge, tools and access to experts, allowing individuals and teams to excel in this field.



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Learning with WorldCC

Trading relationships are changing dramatically in the modern world and, led correctly, these changes can be positive and progressive. WorldCC are dedicated to supporting you and your teams better understand the best practice for contract management and become highly skilled at commercial relationship management.

Invest in yourself

The instability of the current economic climate, and global political uncertainties further exacerbate the need for good, fair, sustainable contract management. It has never been more important to continue to develop the skills and knowledge that provide a competitive edge. Certification demonstrates your abilities and communicates your value.

Reduce friction costs by aligning around a core body of knowledge

Organizations live and die based on their ability to win and deliver contracts. Teams cannot afford to have disparate understanding of the contracting process, poor relationships or misaligned levels of integration and coordination. Teams should be operating from the same core body of knowledge and incorporating best practices. Team-wide certification reduces friction points and creates value by ensuring the same core understanding of the commercial and contracting process and Supplier Relationship Management (SRM).

Build commercial excellence

Contracts and contracting processes are undergoing substantial change. Digital transformation underpins the evolution, which was accelerated by the global pandemic and the vivid exposure of existing inadequacies. Training is the backbone to support the successful implementation of change.

To achieve commercial excellence, teams must engage in re-skilling to learn how to effectively leverage contracts as business assets and vehicles for communication in their role. These various dimensions of training are critical to successful transformation.

World Commerce & Contracting is committed to helping organizations develop their SRM capabilities, not only through training, but through on-going access to research, learning and the world's largest SRM professional network.

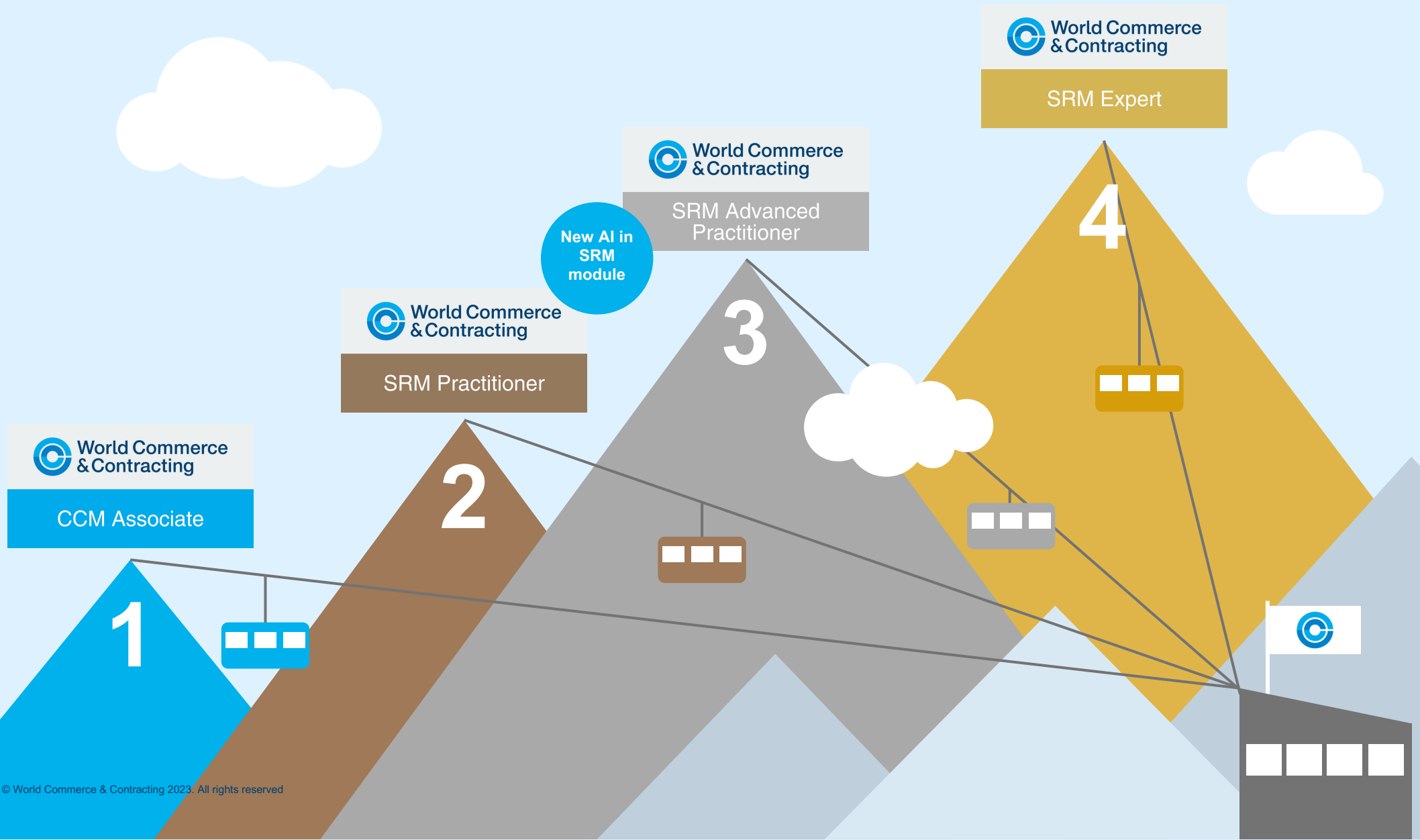


Sally Guyer
Global CEO, WorldCC



Tim Cummins
President, WorldCC

SRM Path to Commercial Excellence



SRM Certification

Supplier Relationship Management was slowly becoming recognized as an important business capability. Then the global pandemic struck and it suddenly became an urgent priority.

World Commerce & Contracting was the first to introduce a certification program and to define the SRM 'body of knowledge'. As our research and experience grows, the content and delivery of that program continues to evolve, equipping learners through a highly interactive experience. We do this through self-paced learning, combined with interactive workshops hosted by industry experts.

Through their ongoing engagement with WorldCC, learners continue to benefit from our experience and research in this field, helping them develop the skills for strong communication, careful strategy, innovation, and collaboration. Earn the certification that sets the standard for SRM expertise.

Pre-assessment

Because we are certifying the level of achievement, a pre-assessment of current experience and skills is compulsory for Advanced Practitioner and recommended for cohorts at Practitioner level. It's simple to perform and ensures you are matched to the right program. Pre-assessment is validated through a short Q&A and an independent and qualified reviewer familiar with your work (i.e. a line manager or recent previous employer).

If you are already certified at the WorldCC SRM Practitioner level, you can go to the Advanced Practitioner program, provided you've been certified for over one year and you qualify via your pre-assessment. Experienced practitioners that have not been previously certified can also go straight to the Advanced Practitioner level if they qualify for that level in their pre-assessment.

The SRM certification program, at all levels, is only open to WorldCC members.

Practitioner and Advanced Practitioner

There are up to seven self-paced, online modules, filled with interactive and immersive content. These engage learners in ways that not only deliver instruction, but – more importantly – ensure it has been understood and can be applied. Supplementing the online materials, there are regular master classes, where SRM experts engage with learners to augment the training through discussions of relevant topics and current market issues.

On completion of the curriculum, participants have one month to take their final online exam (Practitioner level) or to develop their business case or reflective log (Advanced Practitioner).

- 20-30 hours of interactive online learning modules
- A minimum of 3, one-hour long master classes are mandatory for Advanced Practitioners
- At Practitioner level master classes are optional
- 12 months access online materials and resources
- With around 1.5 hours study time a week, we anticipate the learning material to be completed in 3 to 4 months
- To put a cohort through training requires a minimum of 6 participants.

Expert

Interested Expert level candidates must have achieved Advanced Practitioner status and should contact learning@worldcc.com to schedule an interview to determine admission.

Expert level candidates are required to apply their skills and learning to achieve improvement in their selected supplier relationship, which will be assessed by an expert SRM panel to ensure it meets the required standard. The judging panel has final decision authority on the award of Expert certification.

“SRM is about value enhancement and maximizing the outcomes we generate from a more cooperative engagement with our contractors. WorldCC’s mentoring is a blend of business realization, relational management, motivational psychology, and transparent communication. It works by building trust.”

Bruce McLennan, Director, Maritime Strategic Industry Engagement, Department of Defence, Australia.

Benefits

The Supplier Relationship Management Certification program sets the standard for professional capability in SRM. Its objective is to support recognition for this discipline, to create consistency in role and purpose, and to equip both individuals and teams with the knowledge and methods needed for their success.

For individuals and teams

- **Practical approach:** Apply SRM principles to help you develop the skills needed to manage critical relationships to drive business value with suppliers.
- **Comprehensive curriculum:** University-level programs are transformed into an accessible certification, covering a wide range of topics to give you a fully rounded understanding of SRM.
- **Credibility:** The only industry-recognized certifications for SRM enable you to demonstrate your commitment to continued professional development and gain CPD points.
- **Flexible learning options:** Self-paced e-learning, instructor-led or in-house training.
- **Career development:** Our SRM certifications are designed to allow professionals to evaluate and plan their employment futures and expand their job-related skills and knowledge.
- **Networking opportunities:** As a member, you can connect and network with other contract, procurement, and supply chain professionals, building valuable relationships and expanding your professional network.

For employers

- **Improved Clarity and Consistency:** Clear and consistent practices can help to avoid confusion and ensure common organizational goals are met. This can lead to more efficient operations, increased productivity, and improved outcomes.
- **Employee Growth and Excellence:** Demonstrate investment in your people and nurturing their growth, you can create a more engaged and motivated workforce. This can lead to increased job satisfaction, better performance, and a more positive workplace culture.
- **Improved ROI:** Improving your relationships with suppliers and holding them to higher performance standards, you help you to achieve better outcomes and improve your ROI. This can also help to build stronger partnerships and ensure long-term success.
- **Positive Workplace Culture:** Instilling a culture of positivity and support can lead to a more engaged and motivated workforce, better retention rates, and improved overall morale. This can also help to create a more collaborative and supportive work environment.
- **Enhanced Organizational Status and Influence:** Implement best practices and demonstrate your commitment to excellence to enhance your organization's reputation and influence. This can lead to increased credibility, improved stakeholder relationships, and greater success in achieving your goals

Learning objectives

- Identify the role SRM plays in creating valuable supply chain interactions at your organization.
- Know how to segment your suppliers into different management categories.
- Be able to create contracting principles that can be used to positively effect desired relationship behaviors, drive collaboration and deliver innovation.
- Have the skills to motivate your suppliers to support you in being the customer to whom they want to provide their best service.
- Identify, engage and influence your key stakeholders and executive management.
- Create an inclusive, positive approach to cultural change at an organizational level.
- Know how to build effective governance structures and right-size the organizational design for managing the supply base.
- Develop your personal skills and understand how to form positive relationships.
- Be able to define how SRM interacts with procurement, category and contract management for successful relationship delivery.
- Clearly explain the role of SRM in driving business growth and cultural change.
- Minimize acrimony and contractor claims as you approach the end of a contractual relationship.
- Understand and be able to utilize appropriate AI tools for SRM.
- Become the custodian of, and control point for, knowledge and data sharing between the customer and key suppliers.

Continuing Professional Development

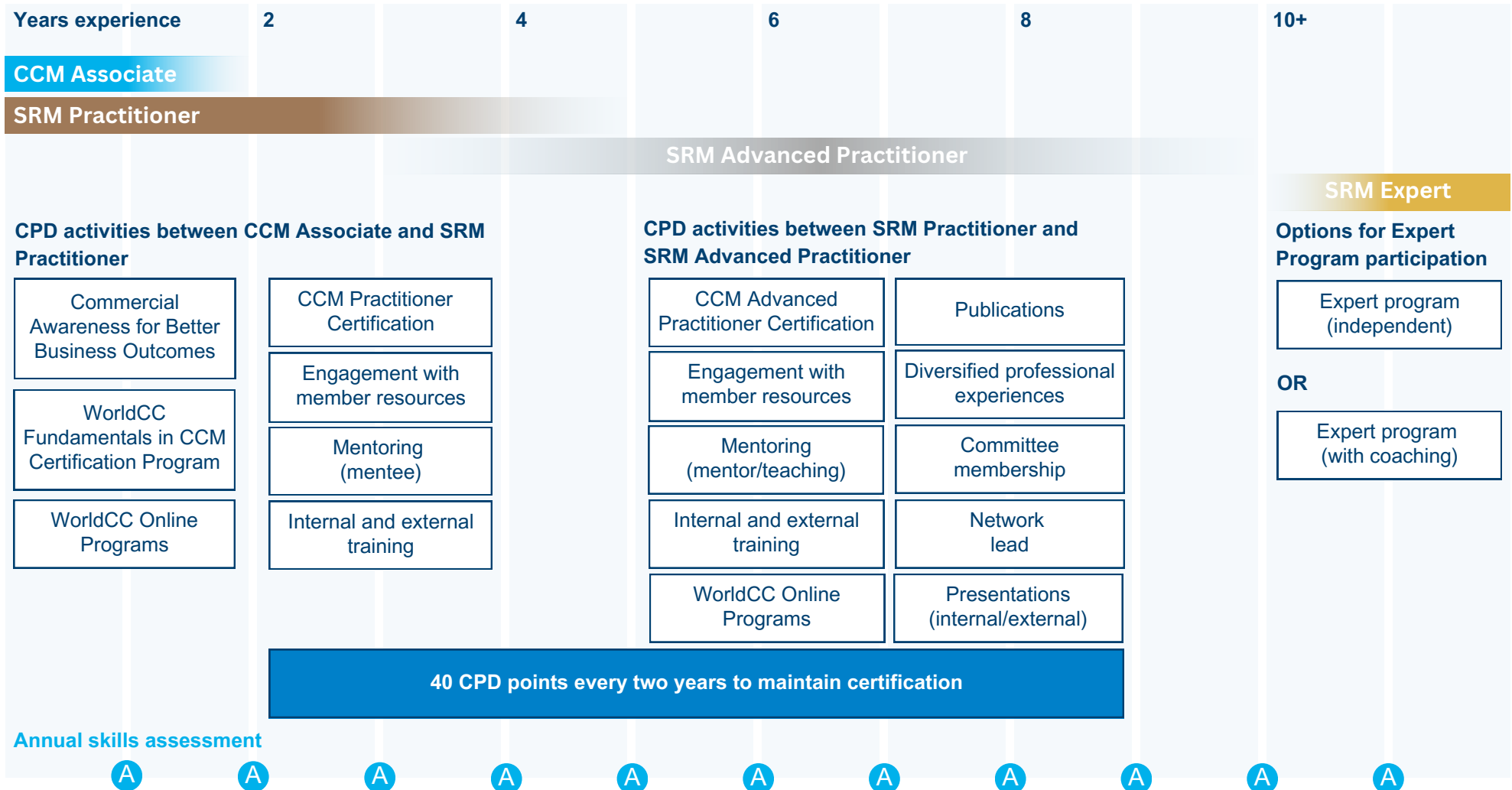
Practitioner and Advanced levels

Participants must complete all applicable courses and tests, and masterclasses (Advanced Practitioner level), before taking their final exam (Practitioner) and submitting their business case (Advanced Practitioner). The program is open for 12 months, though most candidates complete in around 6 months or less.

Expert level

The Expert Program is a progression of the Advanced Practitioner syllabus, providing candidates with an opportunity to demonstrate the skills and understanding required to lead change within their organization. Candidates identify a commercial issue within their organization and prepare a business case for change

that influences the issue to reduce value leakage and achieve relevant organizational objectives. An Expert Panel assesses the candidates' written submission and presentation of the Business Case. The organization also receives the benefit of the Business Case and moves closer to achieving commercial excellence.



Program curriculum



SRM Practitioner



SRM Advanced Practitioner



SRM Expert

Self-paced online modules

1. Introducing SRM

- The goals of SRM
- The role of the Supplier Relationship Manager
- Building supplier networks and ecosystems

2. The importance of a holistic approach

- An overview of the WorldCC CGR Framework
- The nature of the relationship
- SRM in the context of the contracting lifecycle
- The role of governance

3. The SRM lifecycle

- How SRM aligns with the contracting lifecycle
- The importance of communications
- The importance of stakeholder management

4. Working with suppliers

- Knowing your suppliers
- Working with suppliers as a source of value creation and innovation
- Benchmarking and the voice of the supplier
- Supplier risk and opportunity management

5. Managing SRM

- Sourcing options
- Governance as an enabler of success
- Success factors
- Exit strategies

6. Skills for success

(This module is only at the Advanced Practitioner level)

- Driving change and creating impact
- The importance of EQ, self-awareness and the awareness of others
- AQ, the need for adaptability and agility
- Problem-solving

7. AI in SRM

- How AI has the potential to contribute to better relationships
- Supply chain automation: summary of current use cases
- Enhancing supplier relationship management with AI
- The role of AI in supporting sustainability
- Constraints, controls and risks

Note: The detailed coverage under each of the topics depends on the certification program level.

The Expert program

1. Transforming learning into business value

The Expert program is a logical extension of the Advanced Practitioner syllabus. It converts theory into action by demonstrating 'SRM in practice'.

2. Demonstrating achievement

The judging criteria are: Demonstration of knowledge, skills, and best practice acquired from Practitioner and Advanced Practitioner programs to a supplier relationship through the quality of your presentation.

Master classes

In addition to the seven self-paced, online modules, there are regular one hour master classes, each addressing topical issues and relevant case studies impacting the world of SRM.

At Advanced Practitioner level, you must attend a minimum of three master classes. At Practitioner level, you are welcome and encouraged to attend master classes, but they are not mandatory. There will be a minimum of one master class a month, spread across time zones.

The master class curriculum can be customized for Enterprise members' groups with a minimum of 8 participants. Please contact WorldCC to discuss options.

Examples of master class titles:

- Value creation in uncertain times
- Designing 'fit for purpose' commercial models - CGR in action
- Creating compelling business cases
- Critical skills - IQ, EQ and AQ
- ESG and SRM
- Monitoring and measuring value: KPI's

Other locally relevant and timely topics will be included over time and by different instructors.

Price

Practitioner

(20 hours)
40 CPD Points



Advanced Practitioner

(30 hours)
50 CPD Points



Expert



Find out more and enroll



Enterprise member pricing

Please enquire for prices based on cohort sizes with the option of a custom curriculum for your organization.

Certification renewal

Certification renewal is required every two years from the date of certification. To be eligible to renew, you must be an active WorldCC paid member and have completed the equivalent of 40 hours of CPD over the prior two-year period at the Practitioner, Advanced Practitioner and Expert level. Members certified at the CCM Associate level (Fundamentals) are required to obtain 20 points over the two-year period. Make sure you record CPDs in your WorldCC personalized [Learning Tracker](#) located in your member profile.

Certified learners must have at least four CPD points in Business Ethics and/or Environment, Social & Governance (ESG) to renew their certification. These four credits are part of the 40 credits that must be obtained to renew (not in addition to).

About WorldCC

World Commerce & Contracting is a not-for-profit association dedicated to helping its global members achieve high performing and trusted trading relationships.

With 75,000 members from over 20,000 companies across 180 countries worldwide, the association welcomes everyone with an interest in better contracting: business leaders, practitioners, experts and newcomers.

It is independent, provocative and disciplined, existing for its members, the contracting community and society at large.

