

Relationship Management

Business Improvement Services (2 days)



CONAN GROUP
Translating Business Strategy into Action

Enabling Business
Objectives Through
Information Technology

How can you improve IT and business alignment?
How can you achieve greater adoption of IT best practice and increase customer satisfaction in your organisation?

LEARN THE ANSWERS TO THESE QUESTIONS AND MORE!

In two days you will learn what organisations worldwide are doing to leverage their IT departments to become more aligned with business outcomes.

Relationship Management: Business Improvement Services

The first of its kind in Australia, this course looks at how Relationship Management (RM) can provide guidance and best practice on planning, developing and managing business relationships between IT and the business.

Recognised as a top CIO Issue for the past 5 years, IT and business alignment is the focus of much management attention.

Learn how Relationship Management and Business Improvement Services is one way to create a link between IT and business functional management.

The Relationship Management: Business Improvement Services course is aimed at highlighting tried and proven techniques for assisting organisations in their quest for alignment through systems, infrastructure and organisation.

Course Format

Designed to be interactive, a series of lectures, group discussions, participant presentations and role-plays are incorporated into the course format.

These exercises are designed to provide you and your colleagues the opportunity to learn essential leadership skills whilst learning how to use Business Improvement concepts in your organisation.

The guidance offered is set in the context of Business Services Management, thereby covering situations where business relationship skills are likely to be used.

Learn 8 key secrets to aligning IT and Business through Relationship Management ...

1. How to analyse the organisation business planning at the strategic, tactical and operational level.
2. How to assess the business perception of IT and the value it delivers.
3. How to manage the Business Demand for IT services.
4. How Information Planning, Capacity Planning and Annual Budgets can be achieved in line with business requirements.
5. Planning and managing the Supply of IT services which are aligned to the business needs.
6. How Relationship Managers can improve the perception of IT value to the business.
7. How to introduce and manage cross-functional innovation into your organisation.
8. Highlight the core Relationship Management capabilities for recruiting and developing the RM function.

Course Program

Based on best practice, this course focuses on the following key areas:

- Concept and scope of Relationship Management (RM).
- Relationship Management goals and mission.
- The Relationship Manager role.
- The function of Relationship Management.
- Preparing for building relationships.
- What you need to know about your customers.
- The importance of communication.
- Business Relationship Management key activities
- Business Planning at the strategic, tactical and operational levels.
- Marketing.
- Measuring Customer Satisfaction and Customer Perception.

Ensuring you get value - our Money Back Guarantee!

We are so confident that our courses will deliver you value, that should you not be satisfied with this course, we will give your money back!

Conan Group Pty Ltd

Telephone: (08) 9221 5222 • Fax: (08) 9221 7222

Level 9, 256 Adelaide Terrace, Perth WA 6000 • PO Box 3021, East St Georges Terrace, Perth WA 6832

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Our clients do the talking! TESTIMONIALS

"Conan Group is Unisys West's preferred ITIL trainer [and] have been an important and integral part of Unisys West's implementation of ITIL into our ITSM operations."

*D Dawes
UnisysWest*

"The value gained ... came from the ability of the training staff to validate the material with in depth knowledge of processes and practical examples of their application."

*J Walsh
Argyle Diamonds*

"IT Service Management Foundations is about shifting a hierarchical mindset to one that is process focused, that enables your IT department to streamline the way it does (and interacts with) business..."

*R Maynard
Sealcorp Holdings*



About Your Presenter!

Thomas McKenna is the Founder & Managing Director of Conan Group bringing to the role over 22 years of varied business experience - the past 13 years of which have been devoted to delivering IT Service Management excellence.

Having worked in a variety of operations, management and consulting roles in Europe and Australia, Thomas specialises in aligning IT services to meet business requirements. Some of these companies include; BHP, Shell (UK), Beyond Petroleum (UK) and Woodside Petroleum. He has practical knowledge and experience implementing Business Improvement Services and Relationship Management teams in both private and government organisations.

Thomas's education includes a Master of Science in IT, with his final dissertation on the Strategic Alignment of IT with Business, and the highest level of ITSM accreditation worldwide, the Infrastructure Library (ITIL) Managers Certificate. He is also a member of the Australian Institute of Company Directors (AICD) and the Australian Computer Society (MACS).

ECU recently awarded Thomas a scholarship to undertake a Doctorate researching the demonstrable business benefits that organisations in Australia derive from implementing the ITIL framework compared with organisations in Europe and USA.

Closing Date for Registrations

Registrations **need to be received 10 days prior to course commencement**

Who should attend this course?

This course is suitable for all Service Management professionals, particularly those who have responsibility for managing or overseeing customer relationships or communications.

This course is also suitable for business professionals who interface with IT including:

- ▶ Business Relationship Managers
- ▶ IT Service Managers
- ▶ Project Managers
- ▶ Application Development Managers
- ▶ Service Level Managers
- ▶ Service Desk team leaders
- ▶ Senior customers of IT
- ▶ IT Directors, IT Managers
- ▶ IT Operations Managers, Customer Service Centre Managers.

Course Fee \$1100 (GST Incl.)
Inclusive of all meals, beverages, course workbook and Certificate of Attendance.

Registration Form Relationship Management

Course Fee (including examination): \$1100.00 (GST inclusive)

Please complete the form below and select one of the following registrations options:

1. Fax your registration to: (08) 9221 7222
2. Register by email - send details to: training@conangroup.net
3. Mail to: PO Box 3021, East St Georges Tce, Perth 6832

Course Date:

Name: _____ Position: _____

Organisation: _____

Postal address: _____

Telephone: _____ Fax: _____

Email address: _____

Total payment submitted \$ _____

Payment Method *Please note that credit card payments attract a 4% administration fee

Cheque Bankcard MasterCard Visa American Express PO Number _____

Name as it appears on card: _____

Card number: _____

Card Expiry date: _____ Signature: _____

- Terms:
- Full payment, or payment details, are required with your course registration.
 - Cancellations received less than two weeks prior to the event will attract no refund – however, substitute candidates are accepted.
 - Invoices must be paid in full within 14 days from date of invoice.
 - Payment must be received prior to the commencement of the course.

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