

Leveraging External Relationships to Get Ready for Change – Dec 14th 2011

What Strategies if implemented do you think can add most value?

- > Consult with other companies (Existing Relationships)
- > Re-assess existing relationships
- > In my sector of financial services – No one “trusts” anyone else! Also we do not seek clients; we wait for them to come to us
- > Multiple relationships – complex network
- > How do you leverage networks – sector positioning
- > Understanding relationship stage that we are at? Maturity?
- > Quality of info, both giving and inputing

What are the challenges you face in putting them into practice in your organisation?

- > The research may not be compatible with other industries or sectors
- > Concious that different relationship stakeholders have their own objectives / matrix
- > Relationships have varying degrees of trust
- > Client / Contractor relationships = trade solution
- > How do we get new set of suppliers to get new solutions – issue with having new relationships – procurement department becomes the filter



Session Feedback – Master Class – Michael Smets

Two Way Info
Multiple Relationships
“Grooming” New Relationships
Re-assessing Existing Relationships
Info centric focus

People Buy From People
Sectoral Specific Cultures
Relationship Maturity, Where, with whom

“Probing” existing relationships
“Contractor” culture
Procurement department as
gatekeepers
Challenges to Practice



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