Drive Increased Value from your Supply Relationships

Supplier Relationship Management has become a critical enabler of business performance, whether in the public or private sector, with the potential to drive both value and reputation. Competence is achieved through a combination of operational experience, structured learning and rigorous assessment.

The Supplier Relationship Management Program supports the journey to individual and organizational excellence.

Through their partnership, IACCM and State of Flux have created a world-class and internationally recognised training and certification program in Supplier Relationship Management. Their joint expertise successfully blends the technical, behavioural and collaborative skills required to effectively manage suppliers, enabling organisations to achieve their key business objectives of growth, profitability and shareholder value.

What’s Included in the SRM Certification Program?

Skills Assessment: identification of personal and/or team development needs against external benchmarks in the key areas of commercial skills and knowledge.

Development Plan: a personal report with gap analysis, together with learning and experience recommendations.

Learning: a flexible yet structured online and classroom based (either face to face or virtual) program with student and instructor interactions covering the full lifecycle of a strategic relationship.

Certification: an internationally recognized certification in Supplier Relationship Management at Practitioner, Advanced Practitioner or Expert level.

Three SRM Levels of Certification

**SRM PRACTITIONER**
Possesses the skills to understand and apply SRM principles and techniques in an operational role with regular supervision.

**SRM ADVANCED PRACTITIONER**
Works with autonomy on a variety of supplier relationship initiatives with experience in advanced operational techniques.

**SRM EXPERT**
Leads complex and strategic relationships and portfolio management. Influences policies and practices and champions their professional function.

PROGRAM BENEFITS

Employers
✓ Confirm and benchmark employee credentials
✓ Make visible commitment to employee growth and excellence
✓ Provide positive benefit for new hires and support employee retention
✓ Achieve a compelling return on investment from improved performance
✓ Enhance functional status and influence through unique reporting and competitive insight

Individual
✓ Achieve world recognized accreditation
✓ Gain detailed knowledge of leading SRM practices and apply it on a real supplier relationship
✓ Raise personal status and career path opportunities
✓ Join one of the fastest growing global communities
✓ Demonstrate your commitment to excellence and world class standards
How does the SRM Certification Program work?

IACCM Certification is based on a holistic assessment of skills, experience and professional contribution, supported by an on-line examination at Practitioner Level, successful submission of course assignments at Advanced Practitioner Level and at Expert level, demonstrated leadership and judgment through the submission and execution of a live strategic supplier case study.

The SRM program is accessed online on the secure IACCM Learning Portal. The Practitioner Certification program level is the first stage for all candidates; it is self-paced and typically takes 3-6 months to complete. The next level of certification, the webinar-based Advanced Practitioner Certification program, takes approximately 12 months to complete. The programs can be taken for teams of 6 or more, as an exclusive corporate cohort. You will have up to 12 months to complete a program.

The journey to SRM Certification

<table>
<thead>
<tr>
<th>Register Online</th>
<th>For individuals, you will have access as soon as payment has been completed. For corporate programs, we will work with you to launch your program.</th>
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<tbody>
<tr>
<td>Access the Secure IACCM Portal</td>
<td>You undertake a detailed online assessment that measures your skills and experience levels and typically takes 2-3 hours to complete. You must also specify a suitably qualified reviewer (typically your line manager or an acknowledged SRM Expert who is familiar with your work) to validate the assessment.</td>
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<tr>
<td>Complete a Skills &amp; Experience Assessment</td>
<td>Based on the results of your assessment you will receive a Development Plan providing a gap analysis identifying areas for particular focus and recommendations for personal development. The Skills Assessment complements the SRM Practitioner program which is the mandatory start level for all individual candidates.</td>
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<tr>
<td>Receive a Development Plan</td>
<td>SRM PRACTITIONER CERTIFICATION This program comprises of learning modules, including audio and video presentations, mentored message boards, module tests and additional materials. Each module presentation runs for approximately 40 minutes and provides up to 2 hours of instruction when combined with the additional materials. The final exam is taken online. You will be given 2 hours to complete approximately 100 questions covering the full curriculum.</td>
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<tr>
<td>Practitioner</td>
<td>SRM ADVANCED PRACTITIONER CERTIFICATION Applicants wishing to achieve Advanced Certification must first satisfy the requirements for Practitioner level Certification. This program comprises of 8 individual tutorials which can be delivered in a classroom environment, or remotely via WebEx. Candidates will be required to submit course assignments (e.g. stakeholder map, supplier scorecard, joint account plan etc), which will be assessed by the course tutor to ensure they meet the required standard.</td>
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<tr>
<td>Advanced Practitioner</td>
<td>SRM EXPERT CERTIFICATION Applicants wishing to achieve Expert Certification must have successfully completed the Advanced Practitioner Certification. To qualify for the Expert Program candidates must: • achieve the required standard in the IACCM Skills Assessment • propose and have approved a live strategic supplier relationship to form the basis of their case study. Candidates will be required to apply their skills and learning to achieve improvement in their selected supplier relationship. During this process, they will have access to mentoring services and on completion will be invited to present the results achieved, the methods used and the challenges encountered to an Executive Review Board. The Executive Review Board has final decision authority on the award of Expert status. While the program has no specific duration, it is expected that the process will take a period of approximately 6-12 months to complete.</td>
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<tr>
<td>Expert</td>
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Success

When you successfully complete the training, you will be awarded the status of SRM Practitioner, Advanced Practitioner or Expert. Your certificate will be made available within approximately 2 weeks of program completion and will be valid for 2 years.

You will be able to download one of the three badges associated with the program to list on your electronic signature and your online credentials.

Progressing to the next level of Certification

If you wish to advance to the next Certification level, you may apply no sooner than 1 year after the date of your current Certification award. Upon application, you will be requested to update your skills and experience assessment.
## SRM Practitioner Level Learning Modules Overview

**INTRODUCTION**
- Introduction to SRM
- Defining SRM and its Value

**PRINCIPLES OF SRM**
- Sourcing Options
- Who are your Suppliers?
- Segmentation Models
- Creating the Agreement
- Understanding the Base Principles for Delivery of your SRM program

**BUILDING AND DEPLOYING SRM**
- Benchmarking
- The Business Case for SRM
- Stakeholder Management
- Implementing your SRM Program
- Communications Management

**MANAGING SRM**
- Measuring Success
- Balanced Scorecard
- Governance
- Personal Attributes of a Supplier Relationship Manager
- Culture and Ethics

**SRM AND CONTRACT MANAGEMENT**
- The Supplier view of SRM
- Claims and Disputes
- Contract Change Management
- Exit Strategy
- Summary Module: bringing it all together

## SRM Advanced Practitioner Level Learning Modules Overview

**THE LIFECYCLE APPROACH TO SUPPLIER MANAGEMENT**
- The supplier lifecycle
- Identifying value drivers through the supplier lifecycle

**STAKEHOLDER MANAGEMENT**
- Stakeholder mapping
- Building a relationship plan
- Leading cross functional / cross business teams
- Influencing without authority

**CONTRACT AND PERFORMANCE MANAGEMENT**
- Using contracts as a basis for performance management
- The role of SLAs and KPIs
- Value from two-way scorecards

**SUPPLIER RISK MANAGEMENT**
- Identifying and managing risks
- Risk reporting
- Managing via risk reporting and key risk indicators

**COLLABORATION THROUGH JOINT ACCOUNT PLANNING**
- Understand key account manager objectives / account planning
- Evaluating how you are being account managed
- Identifying and assessing collaboration options

**IMPLEMENTING VALUE RELEASE PROGRAMMES**
- Identify sources of value
- Building a quantified value release plan

**INFLUENCE, TRUST AND COMMUNICATIONS SKILLS**
- Examine different stakeholder communication methods
- Communicating persuasively
- Building trust and communication

**MANAGING SUPPLIER INNOVATION**
- Key drivers of innovation
- Building and assessing ideas
- Building a joint business case
- Maintaining supplier engagement

## SRM Expert Level Learning Modules Overview

**LOGICAL EXTENSION OF ADVANCED PRACTITIONER LEVEL**

The key activities (and deliverables) from Advanced Practitioner level automatically form the basis for working towards Expert level Certification and encourage and drive a high level of conversion from Advanced Practitioner to Expert

**TRANSFORMING LEARNING INTO BUSINESS VALUE**

Expert level Certification focuses on comprehensively applying the learning from Advanced Practitioner level to an active strategic supplier relationship and demonstrating how quantified value has been created for both the customer and supplier

**DEMONSTRATING ACHIEVEMENT**

Achievement of Expert Certification will be established using three exhibits:
- Delivery of an Ask the Expert webinar that contributes to the SRM body of knowledge
- Documented evidence of quantified value delivery using SRM within a strategic supplier relationship
- The quality (behavioural and technical) of a case study presentation
Pricing: SRM Certification Program for Individuals*

- **Practitioner Level**
  - US$ 1,050 (£810) per person (12 month access)
  - US$ 1,500 (£1,000) to setup a company-specific learning portal

- **Advanced Practitioner Level**
  - US$ 3,925 (£3,020) per person (12 month access)

- **Expert Level**
  - US$ 5,050 (£3,885) per person (12 month access)

Notes
- * Applicants must be a paid member of IACCM to participate in the Certification and Learning program.
- Prices do not include membership fee.
- ** If you are interested in the option of additional workshops to support the online curriculum, please contact IACCM or State of Flux. Programmes can be tailored to your requirements.

Pricing: SRM Certification Program for Corporations*

- **Practitioner Level**
  - US$ 1,050 (£810) per person
  - + US$ 1,500 (£1,000) to setup a company-specific learning portal
  - > 12 month access
  - > Minimum 6 persons
  - > Includes up to 3 webinars

- **Advanced Practitioner Level**
  - from US$ 23,500 (£18,080) per group
  - > 4 days training
  - > At client's desired location
  - > For groups of 12-16 persons

- **Expert Level**
  - US$ 5,050 (£3,885) per person (12 month access)

Organizations that Have Adopted IACCM Certification Include:


Get SRM Certified Now! [www.iaccm.com](http://www.iaccm.com)