

# Commercial & Contract Management Certifications



Earn WorldCC's Commercial & Contract Management (CCM) certification – setting the global standard for this professional capability



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## Learning with WorldCC

**We are dedicated to supporting our members from all around the world to achieve high performing and trusted trading relationships. A key pillar of that support is learning and development. We address the growing need across all private and public organizations for everyone to be able to prepare, understand and manage contracts, and be skilled at managing commercial relationships.**

### Invest in yourself

The world is changing. Fast. And 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 or misaligned levels of integration and coordination. Teams must operate from the same core body of knowledge and incorporate best practices. Reduce friction points and create value by ensuring the same core understanding of the commercial and contracting process. Achieve this core understanding through team-wide certification, supporting individuals at the Associate level, through to Expert.

### 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 the existing inadequacies.

Training is the backbone to support the successful implementation of change. Beyond technical training on new systems and processes, a deeper transition must be supported. 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.

We are committed to helping our members improve their capabilities, and to connect to share knowledge and leading practice. We are here to help you and your organization achieve success.

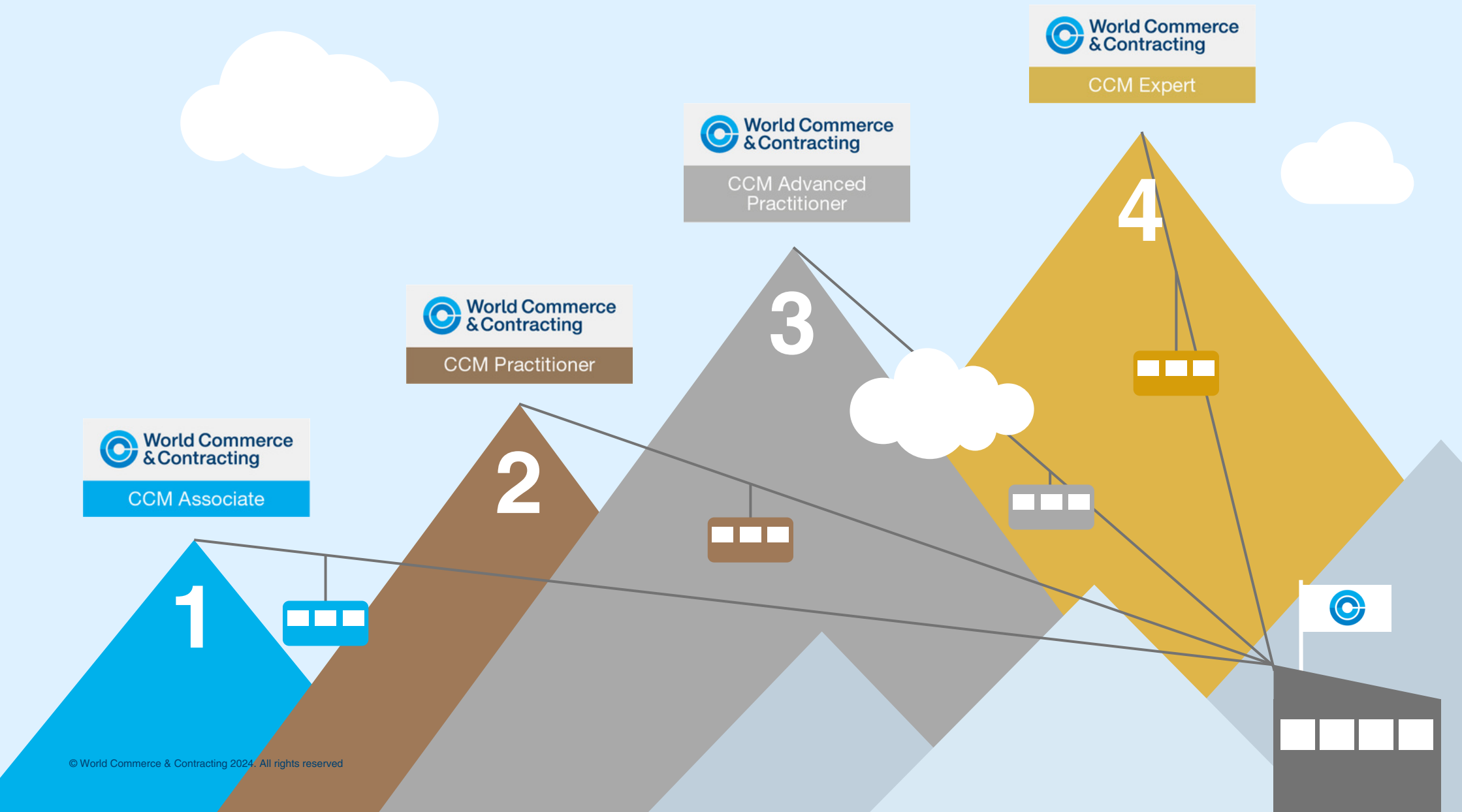


**Sally Guyer**  
Global CEO, WorldCC



**Tim Cummins**  
President, WorldCC

# CCM Path to Commercial Excellence



# CCM Associate

The Commercial & Contract Management (CCM) Associate Certification, is an entry-level credential, developed by the Commerce & Contract Management Institute (CCM Institute), and supported by World Commerce & Contracting (WorldCC) and the National Contract Management Association (NCMA). The Commercial & Contract Management Associate Certification signifies your proficiency in the globally recognized ANSI-Approved Contract Management Standard (CMS)<sup>™</sup>.

## Who the program is for

No prior qualifications or experience in commercial or contract management is required; just an interest in building your understanding of commercial and contracting principles.

## How do I become certified?

Once you have completed the 16-hour certification program, you can undertake the 60-minute closed-book exam (80% pass mark) to achieve the Associate Certification.

Associate certification is valid for two years. To renew, you must be an active member and have collected 20 CPD points.

## The program includes

- Knowledge check-ins throughout the certification program.
- Social learning through discussion boards.
- Reflective learning journal
- A 60-minute closed-book exam.
- 16 continuing professional development (CPD) points.
- Additional reading materials, covering core principles and their real-world impacts.

## Benefits for learners

- **Validate your expertise:** The certification acts as a third-party endorsement of your knowledge and skills, showcasing your dedication to professional development.
- **Align with global standards:** The CCM Associate certification is directly based on the Contract Management Standard<sup>™</sup>, ensuring your knowledge aligns with the leading global benchmark for contract management excellence.
- **Strong stepping stone:** This certification provides a solid foundation for those new to the contract management profession, setting you on a powerful professional journey.
- **Competitive edge:** Stand out in the job market and make your profile more attractive to recruiters and hiring managers.
- **Immediate application:** Acquire practical concepts and techniques that can be immediately applied in your work, allowing you to see firsthand results.

## Benefits for employees

- **Demonstrate global readiness:** Showcase your organization's ability to operate confidently across international markets and jurisdictions by aligning with the Contract Management Standard<sup>™</sup>.
- **Empower your teams:** Equip your contract professionals with a unified language and a proven framework that improves efficiency and outcomes.
- **Reduced friction costs:** By aligning your team around a core body of knowledge, you minimize disparate understandings of the contracting process and foster better integration and coordination.
- **Enhanced trust:** Foster greater trust in your buyer-seller relationships through a shared understanding of contract management principles.
- **Nurture employee growth:** Demonstrate investment in your people and foster their professional growth and excellence.
- **Gain competitive advantage:** Be among the first to align with a globally recognized standard, setting your organization apart.

## Ways to learn

### Self-paced

Complete online courses for the Fundamentals program on your own schedule. Benefit from social and micro-learning instruction embedded in the delivery.

### Virtual or in-person

Contact WorldCC to discuss options for custom curriculum and virtual or in-person delivery to meet your training needs (minimum cohort of 25 participants).



CCM Associate



# CCM Practitioner, Advanced Practitioner, and Expert

Undertake the CCM Certification to earn the Commercial & Contract Management (CCM) Certification that sets the global standard for this professional capability.

## Benefits

### For individuals and teams

- Real-world focus: provides you with the knowledge, skills and behaviours to apply contract management principles to your day-to-day work.
- Comprehensive curriculum: the program covers a wide range of topics to give you a fully-rounded understanding of CCM.
- Career development: internationally recognized certification available, with up to 60 CPD points.
- Flexible learning options: self-paced e-learning or blended e-learning and virtual workshops.
- Online learning resources: access a wealth of online learning resources, including webinars, case studies, and white papers.
- Global perspective: the program provides a global perspective on contract management, focusing on the latest trends and best practices. This prepares participants to work effectively in a global business environment, where contracts and commercial relationships can be complex and challenging.
- 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

- Measurable results: the programs are designed to deliver measurable results, with a focus on improving the effectiveness and efficiency of contract management processes.
- Improved clarity and consistency: implementing clear and consistent practices can help to avoid confusion and ensure common organizational goals are met. This can lead to more efficient operations and increased productivity.
- Employee growth and excellence: demonstrate investment in your people by nurturing their growth, and create a more engaged and motivated workforce. Leading to increased job satisfaction, better performance, and a more positive workplace culture.
- 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: enhance your organization's reputation and influence, leading to increased credibility, improved stakeholder relationships, and greater success in achieving your goals.

## 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 CCM Practitioner level, you can go to the Advanced Practitioner program, provided you've been certified for over one year. 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 CCM certification program, at all levels, is only open to WorldCC members.

## Ways to learn

**Self-paced:** Complete online courses for CCM certification on your own schedule. Benefit from social and micro-learning instruction embedded in the delivery, as well as access to latest research in the field.

**Custom blended (Practitioner and Advanced Practitioner):** [Contact us](#) to discuss options for a custom curriculum and delivery to meet your needs.

## Program features

- Learning: self-paced (all levels) or blended (Corporate cohorts only).
- Exam: 2-hour online exam includes approximately 100 questions (Practitioner and Advanced).
- Presentation (Expert): develop a Business Case on an issue of practice or policy of your choice.



# Development in CCM

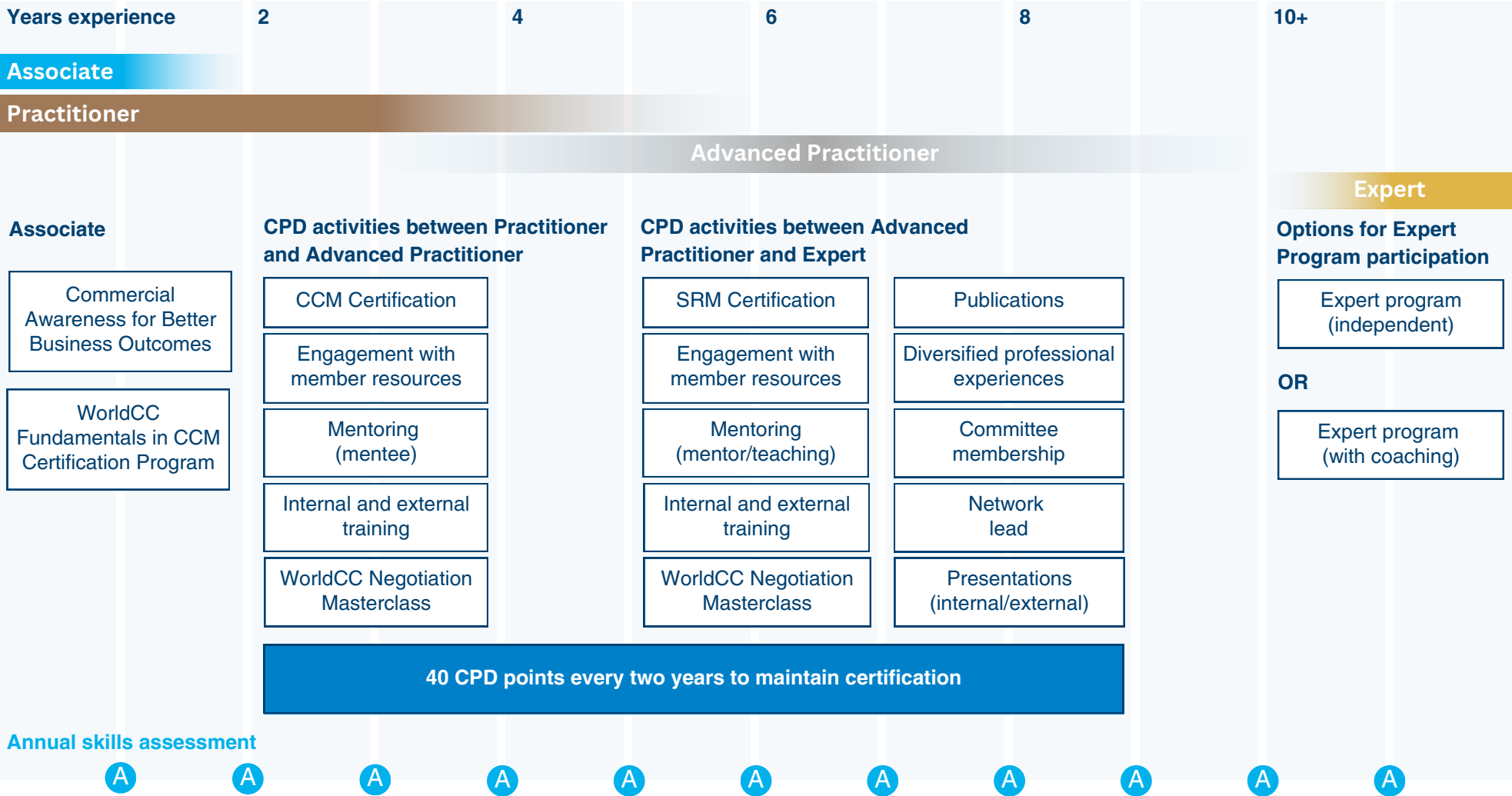
## Practitioner and Advanced Practitioner levels

At Practitioner and Advanced Practitioner levels, participants must complete all applicable courses and assessments, as well as participate in discussion threads, before taking their final exam. 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, giving candidates an opportunity to demonstrate the skills and knowledge 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.



# CCM Certification program details



CCM Associate

## 0. Introduction to the CCM Associate Program

- Welcome to the program
- The Contract Management Standard (CMS) and the contracting lifecycle
- Getting the most out of this program

## 1. Building relationships that last

- Contract management: Business context and complexity
- Contract management overview
- The phases of contract management

## 2. Essentials

- What is a contract
- Preliminary agreements
- Contract types for goods and services
- Terms and conditions
- Price and payment

## 3. Initiate

- Going to market
- Determining requirements
- Request for Information (RFI)
- Using contracts to establish business relations
- Before I sign on the dotted line...

## 4. Bid

- Bid phase: Overview
- The RFX process
- Cost, pricing and payment

## 5. Develop

- Sale of services
- Sale of goods and services
- Licenses
- Lease, rental, and subscription
- Agents, remarketers and distributors
- Business consortia, joint ventures and alliances
- Prime or subcontractor agreements
- Complex and specialized agreements
- Different legal systems

## 6. Negotiate

- Negotiation essentials
- Negotiate: Who and how?
- Negotiation: What?
- Negotiate: When?
- Negotiate: Where?
- Negotiate: Outcomes

## 7. Manage: Transformation change

- Manage: Overview
- What really causes delivery to fall apart
- Transition and planning
- Change

## 8. Manage operations

- Managing contract performance
- The control cycle: Turning monitoring into action
- Acceptance
- Closeout
- Dispute resolution process



CCM Practitioner

## 1. Introduction

- Introducing the Commercial & Contract Management Certification - Practitioner (CCMP)

## 2. Frameworks for CCM

- The Importance of a Consistent, Holistic View of Value Creation
- Uncertainty Management
- A Holistic Approach to Commercial Models
- Optimizing the Contracting Lifecycle

## 3. Initiate

- Overview of the Contracting Lifecycle
- Requirements Definition
- Cost Benefit Analysis
- Sourcing Options
- Undertaking a Terms Audit
- Cost Identification

## 4. Bid

- RFI, RFP, RFQ
- Responding to RFPs
- Opportunity Management
- Bid Process and Rules
- Influence of Laws on the Bid Process
- Evaluation Criteria
- Stakeholder Management

## 5. Develop

- Contract and Relationship Types
- Terms and Conditions Overview
- Partnership, Alliances and Distribution
- Statement of Work / Service Level Agreement Production
- Drafting Guidelines and Considerations
- Strategy and Governance, Knowledge Management, Identifying and Managing Risk and e-Contracting

## 6. Negotiate

- Negotiation Planning, Overview and Objectives
- Framing, Strategy and Goals
- Negotiation Styles and Approaches
- Negotiation Techniques
- Getting Over the Line
- Pricing and Financial Considerations

## 7. Manage

- Implementation and Communication
- Monitoring and Performance Management
- Contract Change Management
- Dispute Handling and Resolution
- Contract Closeout

# CCM Certification Program Details



CCM Advanced  
Practitioner

## 1. Introductory

- Commercial Excellence

## 2. Personal

- Leadership and Becoming a Trusted Advisor
- Negotiating, Including Virtual Negotiations
- Customer Relationship Management (CRM)
- Supplier Relationship Management (SRM)
- Cross-Cultural Effectiveness in Trading Relationships
- Interactive Case Study: Negotiation

## 3. Business acumen

- Top Ten Pitfalls to Avoid in Contracting
- Communication, Visualization and Design
- Benchmarking
- Simplification of contracts and processes
- Government contracting – Public Procurement
- Managing and Mitigating Cost and Risk
- Advanced Financial Considerations
- Third Party Channels
- Ethics, Compliance and Sustainability
- Interactive Case Study: Workgroup Analysis

## 4. Technical

- International Trading
- Intellectual Property
- Relational and Outcome-based Contracting
- Governance and Standards
- Outsourcing Strategies and Tools
- Competition and Anti-trust
- Drafting Operational Terms
- Industries and Contract Types
- Agile Contracting and Managing Change
- Creating a Contract Management Plan
- Interactive Case Study: Complex Relationships
- Using Technology to Become More Effective



CCM Expert

## 1. Transforming learning into business value

- The expert program represents a logical extension from the Advanced Practitioner syllabus. It converts theory into action through an active business case. You demonstrate how techniques, strategies and knowledge are applied to achieve approval for the business case.

## 2. Demonstrating achievement in the expert program

The judging criteria are:

- Your preparation of the business case presentation, including evidence of supporting research
- Understanding and evidence of stakeholder analysis
- Demonstration of influencing skills through the quality (behavioral and technical) of your presentation



# Price

## Self-paced learning per person

Fundamentals  
(16 hours, 16 CPD points)

US\$  
**695**  
per person

Practitioner  
(80 hours, 80 CPD points)

US\$  
**1495**  
per person

Advanced Practitioner  
(60 hours, 60 CPD points)

US\$  
**1495**  
per person

Expert  
(6-9 months)

US\$  
**995**  
per person

## Custom Blended cohort minimum 25

Practitioner  
(80 hours, 80 CPD points)

POA

Advanced Practitioner  
(60 hours, 60 CPD points)

POA

## Company-specific learning portal with a minimum of 6 people

Practitioner and Advanced Practitioner

US\$  
**1500**  
per person

In addition to the price per person, there is a one-off cost per company of US\$ 1,500

### Benefits

- Self-contained company cohort for secure forum and discussions
- Better reporting and tracking

# 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.

[worldcc.com](https://worldcc.com)



Find out more and enroll