

# Supplier Relationship Management Certification



WorldCC's learning pathway provides individuals and teams with the tools, knowledge and perspective to excel at SRM.

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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.

### Why learn with WorldCC?

#### 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, 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.

#### 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. But beyond technical training on new systems and processes there is a deeper transition that 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.

World Commerce & Contracting is committed to helping our members improve 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



**Vikki Rogers**  
Chief Learning Officer

# About SRM

Supplier Relationship Management (SRM) had been making its way to the forefront of critical business competency, and then the global pandemic emerged. Now it is essential.

World Commerce & Contracting was the first to introduce a certification program and to define the SRM ‘body of knowledge’. We have updated that body of knowledge to additionally consider the current landscape, and are delivering it in a format to rapidly upskill individuals and teams, providing the tools, knowledge and perspective to excel.

Our members 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.

*“From my perspective SRM is about value enhancement – it’s about maximizing the outcomes that we can generate from a more cooperative engagement with our contractors. The strategy underlying WorldCC’s mentoring is a blend of business realization, market segmentation, relational management, motivational psychology, and transparent communication. It works by building trust.”*

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

## SRM Certification Pathway



The blended program delivery offers a combination of self-paced study and live online facilitated workshops.



Delivered as a blended program, participants engage in live online facilitated workshops and work with self-paced program materials.

Alternatively, Advanced certification for Enterprise groups can be achieved via the WorldCC approved SRM course delivered by leading procurement and supply chain consultancy State of Flux.



Participants have to demonstrate SRM in practice in a selected supplier relationship. They apply strategies, skills and techniques, acquired in the program and are assessed by an expert SRM panel.

# Benefits and objectives

The SRM Certification program sets the standard for professional capability in supplier relationship management. 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.

## Benefits

### For individuals and teams

- Achieve world-recognized certification.
- Gain detailed knowledge of leading and emerging SRM practices.
- Elevate your experience and career opportunities.
- Join and network within a fast-growing global community.

### For employers

- Create clarity, understanding, and consistency of practice.
- Demonstrate investment in your people and nurture employee growth and excellence.
- Earn better outcomes through improved supplier relationships and performance.
- Instill a culture of positivity and support.
- Enhance your organization's status and influence.

## 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 awareness and stakeholder management tools to help others to see the benefits of, and actively engage in, building successful contractual arrangements.
- 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 construct a job description for the role of SRM.
- Be able to define how SRM interacts with procurement, category management, and contract management for successful relationship delivery.
- Clearly explain the role of SRM in driving business growth and organizational cultural change.
- Minimize acrimony and contractor claims as you approach the end of a contractual relationship.
- Become the custodian of, and control point for, knowledge and data sharing between the customer and key suppliers.



# How it works

## Pre-assessment

This is compulsory, before starting any WorldCC certification program, to determine the correct certification program level for you. Pre-assessment is validated by an independent and qualified reviewer familiar with your work. If you are already certified at the WorldCC SRM Practitioner level, you can go straight 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 go straight to the Advanced Practitioner level if they qualify for that level in their pre-assessment.

## Practitioner and Advanced



The Practitioner, and Advanced Practitioner levels are delivered in a blended delivery format. Participants engage in five, 3-hour virtual facilitated workshops (see 2022 schedule on page 7). The program also includes online video learning modules, reading assignments, access to WorldCC research, a final exam and a group chat (Practitioner) or bi-weekly drop-ins (Advanced Practitioner) with your workshop lead and other participants.

At the end of the 10-week workshop schedule participants have one month to take their final online exam. Advanced Practitioner candidates must also complete a project as part of their final assessment.

- 15-hours online facilitated workshops with expert trainer
- Access to online materials and resources
- Start dates in June or September 2022
- Final online exam to achieve certification
- 6 months access.

## Expert level



Interested Expert level candidates must have achieved Advanced Practitioner status and should contact [learning@worldcc.com](mailto: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. This program is delivered in partnership with State of Flux

## STATE OF FLUX

### Advanced SRM program with State of Flux

Advanced Practitioner certification is also available via completion of the WorldCC approved SRM course delivered by leading procurement and supply chain consultancy State of Flux. This program is delivered via eight interactive modules, offered in a live classroom or virtual setting.

# Program curriculum



SRM Practitioner



SRM Advanced Practitioner

## 1. Introduction

- Introduction to SRM
- SRM in the context of the contracting lifecycle
- Top 10 pitfalls of trading relationships
- Defining SRM and its value.

## 2. Principles of SRM

- Sourcing options
- Who are your suppliers?
- Building supplier networks and ecosystems
- Segmentation models
- Creating the agreement.

## 3. Building and deploying SRM

- Benchmarking
- Stakeholder management
- Communications management
- Working with suppliers as a source of value creation and innovation.

## 4. Managing SRM

- Supplier risk and opportunity management
- Measuring success
- Governance
- Personal attributes of Supplier Relationship Manager
- Culture and ethics.

## 5. SRM and contract management

- The supplier view of SRM
- Exit strategy
- Summary course: bringing it all together.

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

### Advanced program with State of Flux

To find out more about State of Flux's Advanced Practitioner program, please contact [learning@worldcc.com](mailto:learning@worldcc.com)

### Custom curriculum

Contact WorldCC to discuss options for a custom curriculum for Enterprise members' groups.



SRM Expert

## 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', and is delivered in partnership with State of Flux.

## 2. Demonstrating achievement in the expert program

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.

# Workshop and Drop-in dates 2022

## Facilitated workshops

**3 hours each**

Available at Practitioner and Advanced Practitioner levels



## Drop-ins

**1 hour each**

Advanced Practitioner level only, by appointment



Workshops and Drop-ins are available in all regions and are held simultaneously across all time zones **on Wednesdays at 2:00pm UK time.**

Please check the start time for your location a few days before each workshop. You can convert to your local time-zone using [www.timeanddate.com](http://www.timeanddate.com)

Enterprise / corporate group delivery at **APAC-friendly times** is also available. Please contact [learning@worldcc.com](mailto:learning@worldcc.com) for more information.

# Prices for individuals

## Practitioner level

Cost per person

1500  
US\$

## Advanced Practitioner level

Cost per person

1500  
US\$

## Expert level

Cost per person

Price on  
application

Delivered in partnership with

**STATE OF FLUX**

Find out more and enroll →

Contact us →

### Certification renewal

Certification is valid for two-years with an active WorldCC membership. Upon certification renewal, members must demonstrate that they have acquired 40 points of Continuing Professional Development (CPD) credits.



# Prices for enterprise members

## Practitioner level

Cost per group

18000 US\$

+

1500 US\$  
One-off set up fee  
for company-specific  
learning portal

- Up to 12 people
- includes 5 virtual facilitated workshops
- Company-specific learning portal
- On-site delivery options available
- Enquire about pricing for smaller groups.

## Advanced Practitioner level

Cost per group

18000 US\$

+

1500 US\$  
One-off set up fee  
for company-specific  
learning portal

- Up to 12 people
- Company-specific learning portal
- includes 5 virtual facilitated workshops
- On-site delivery options available
- Enquire about pricing for smaller groups.

## Expert level

Cost per person

Price on  
application

Delivered in partnership with

**STATE OF FLUX**

## Advanced level with State of Flux

Cost per group

Price on  
application

- Up to 12 people
- includes 8 virtual facilitated workshops
- delivered in partnership with:

**STATE OF FLUX**

Find out more and enroll →

Contact us →

### Certification renewal

Certification is valid for two-years with an active WorldCC membership. Upon certification renewal, members must demonstrate that they have acquired 40 points of Continuing Professional Development (CPD) credits.

**Learning enquiries**  
learning@worldcc.com  
**[www.worldcc.com](http://www.worldcc.com)**

