

# Commercial and Contract Management (CCM) certifications



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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

We all know that 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.

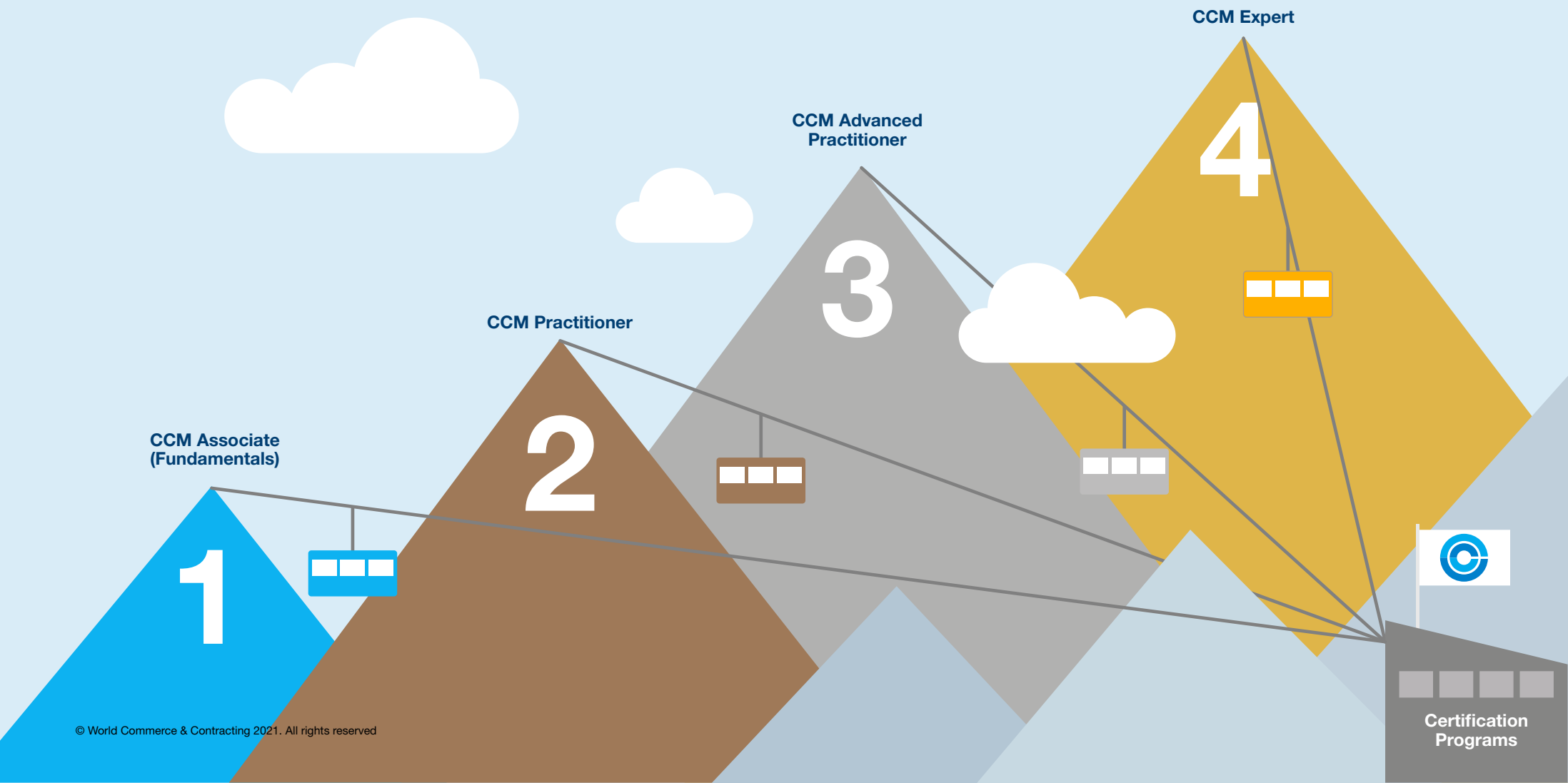


**Sally Guyer**  
Global CEO



**Vikki Rogers**  
Chief Learning Officer

# CCM path to commercial excellence



# CCM Fundamentals

Learn the basics of commercial and contract management and grow your professional status. This short fundamentals course provides the essentials to build confidence and equip you with concepts and practices you can apply straight away. If you are new to the world of contracting we recommend starting with the Fundamentals course before moving on to the CCM and SRM practitioner-level certification programs.



## Who the program is for

The Fundamentals program is suitable for commercial and contract professionals new to the role, and individuals who support the commercial function.

### WorldCC Members

On successful completion of the Fundamentals program members achieve certification and become a WorldCC CCM Associate.



CCM Associate

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

## The program includes

- Micro-instructional presentations
- The e-book 'Fundamentals of Contract and Commercial Management'
- Knowledge check-ins throughout the program
- Social learning through discussion boards
- A 45-minute closed-book exam
- Associate level Commercial and Contract Management Certification
- 10 continuing professional development (CPD) points
- Additional reading materials, covering core principles and their real-world impacts

## 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.

## Benefits and objectives

Individuals or teams will emerge with an understanding of:

- The significance and role of contracts and contract professionals in the world of business
- Practical concepts and techniques to apply in your work
- The essentials of the contracting lifecycle
- How to identify and manage risk and opportunity
- Important concepts in contracts and associated legal considerations
- The principles and process of contract negotiation
- Effective post-award delivery and operations (governance)

## Pricing per person



Enroll now



Contact us



# CCM Certification

Earn the Commercial and Contract Management (CCM) Certification that sets the global standard for this professional capability.

## Benefits

### For individuals and teams

- Achieve world recognized certification
- Gain detailed knowledge of leading and emerging CCM practices
- Elevate experience and career opportunities
- Join and network within an established global community

### For employers

- Create clarity, understanding and consistency of practice
- Demonstrate investment in your people and nurture employee growth and excellence
- Generate better outcomes from improved trading relationships
- Lead within the organization on driving value, innovation and digital transformation
- Instill a culture of positivity and support

## Pre-assessment

Pre-assessment is repeated for registration at each level (Practitioner, Advanced and Expert).

Your pre-assessment must be validated by an independent and qualified reviewer familiar with your work. Expert-level candidates are also required to interview with WorldCC as a requirement for admission into the Expert program.

## Program features

- Study (Practitioner and Advanced Practitioner) self-paced or blended.
- Exam (Practitioner and Advanced Practitioner) 2-hour online exam includes approximately 100 questions.
- Presentation (Expert program only) develop and present a business case on an issue of practice or policy of your choice

## 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.

### Blended learning

Complete the self-paced program alongside virtual workshops with fellow learners and experienced instructors.

### Custom blended

Contact WorldCC to discuss options for custom curriculum and delivery to meet your team needs.



CCM Practitioner



CCM Advanced Practitioner



CCM Expert

The WorldCC CCM Program offers Certification at the Practitioner, Advanced Practitioner and Expert levels.

# Development in CCM

## Practitioner and Advanced levels

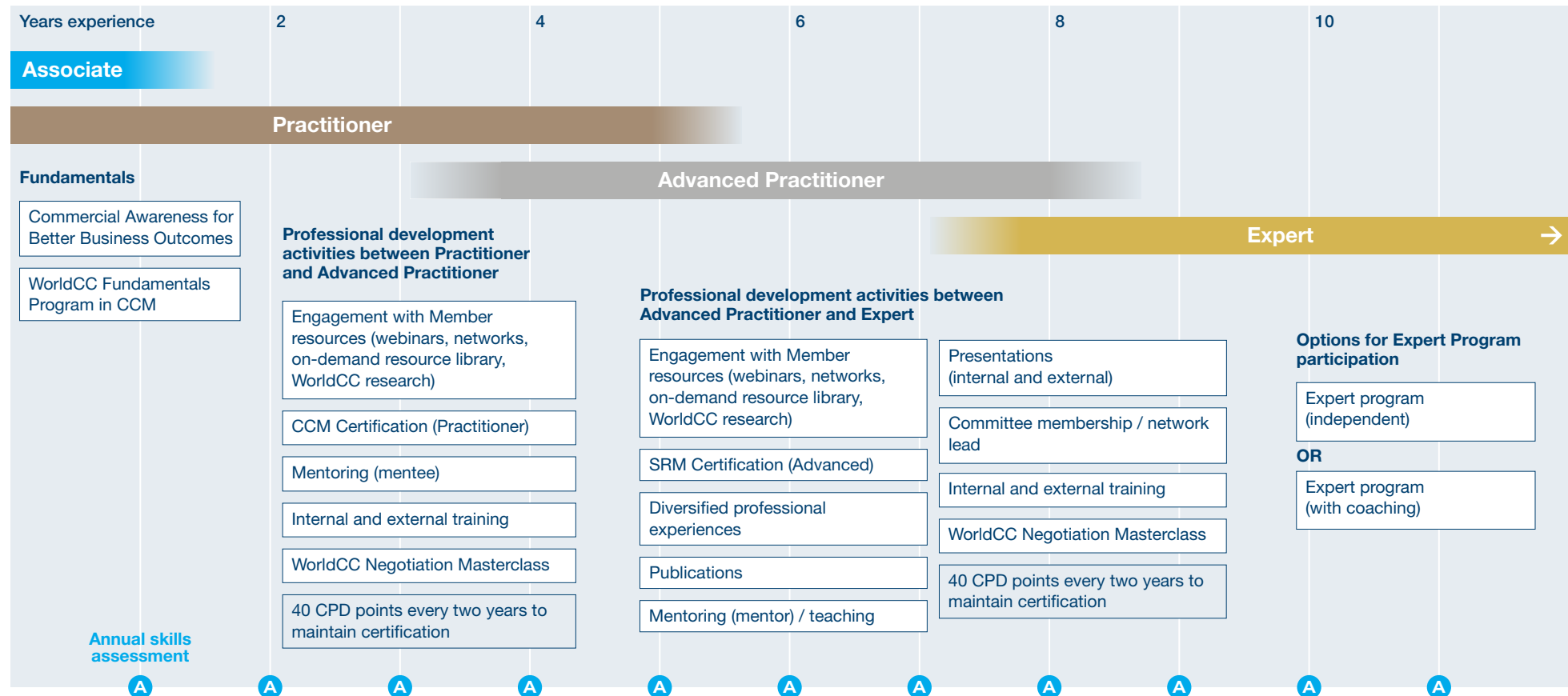
At Practitioner and Advanced levels, participants must complete all applicable courses and tests, as well as participate in discussion threads, before taking their final exam. The program is open for 12 months, though most candidates complete in around 6 months or less.

## Expert level

Expert candidates must have achieved Advanced Practitioner status. They develop a business case on an issue of practice, policy, or organization, supported by regular mentoring along the way. Those with qualifying submissions are invited to present their completed business

case to a panel of judges who assess whether the candidate adequately demonstrates the application of appropriate CCM techniques and practices. The judging panel has final decision authority on the award of Expert Certification.

### Flexible entry based on WorldCC skills assessment





# CCM Certification program details



CCM Associate

## 9 courses

### 1. Introduction

- Introduction to Commercial and Contract Management (CCM)

### 2. Essentials of Commercial and Contract Management

- The contract lifecycle
- Core principles

### 3. Initiate

- The first step of the lifecycle
- Understanding requirements

### 4. Bid

- The RFx documents and the buyer perspective
- Bid and proposal management – the seller perspective

### 5. Develop 1

- Selecting a contract type
- Preliminary agreements and sale of goods

### 6. Develop 2

- Selling goods and services; licenses and leases
- Other business relationships and complex agreements

### 7. Negotiate

- Strategy and style

### 8. Manage 1

- Transitioning to a new contract
- Managing changes and disputes

### 9. Manage 2

- Managing performance
- Delivering, invoicing, benchmarking



CCM Practitioner

## 30 courses

### 1. Initiate

- Commercial and Contract Management Introduction
- Contract Administration
- Requirements Definition
- Cost Benefit Analysis
- Sourcing Options
- Conducting a Terms Audit
- Cost Identification

### 2. Bid

- RFI, RFP, RFQ
- Responding to Request For Proposals
- Bid Process and Rules
- The Influence of Laws on the Bid Process
- Evaluation Criteria
- Stakeholder Management
- Understanding Markets and Opportunities

### 3. Develop

- Contract and Relationship Types
- Terms and Conditions Overview
- Partnership, Alliances and Distribution
- Statement of Work / Service Level Agreement Production
- Drafting Guidelines and Considerations
- Other Strategic Considerations

### 4. Negotiate

- Planning, Overview and Objectives
- Framing, Strategy and Goals
- Styles and Techniques
- Tactics, Tricks and Findings
- Financial Considerations

### 5. Manage

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

## Objectives

These programs set the standard for professional capability in Commercial and Contract Management. Their objective is to support recognition for this fast-growing discipline, to create consistency in role and purpose at every level within the function, and to equip both individuals and teams with the knowledge and methods needed for their success.

# CCM Certification program details



CCM Advanced  
Practitioner

## 29 courses

### 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
- Visualization and Design
- Managing and Mitigating Cost and Risk
- Advanced Financial Considerations
- Simplifying and Streamlining Processes
- Benchmarking
- Government Contracting / Public Procurement

- Third Party Channels
- Ethics, Compliance and Sustainability
- Interactive Case Study: Workgroup Analysis

### 4. Technical

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



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



# CCM Blended Certification program

## Key features of blended certification

Four 2-hour supplemental virtual workshops

Interact with CCM peers from across the globe

Augment understanding and application of self-paced learning

Ask questions of subject matter experts

Supplement learning with latest research and case studies

Complete the program with a deeper understanding of CCM in practice

# About the Blended program

## Benefits

The blended program combines the benefit of flexible self-paced learning with instructor-led interactions, together with a cohort of fellow-professionals.

The live, virtual workshops enable participants to rapidly link underlying theory and methods in the self-paced program with practical application, drawing on the latest research and case studies to address the big topics and issues of the day.

As we emerge from the Covid pandemic, this blended approach has never been more valuable, with the facilitated workshops focusing on critical subjects that include the latest approaches to collaborative contracting, transparency, governance and risk management. In WorldCC's 2021 'Most Negotiated Terms Report', these topics were overwhelmingly identified as areas for priority focus.

## Earn extra CDP points

Participation in the workshops, through the blended program, earns 2 CPD points per workshop.

## Workshop sign-up

Registration is required to receive workshop materials and a Zoom link. Workshop registration can be completed on the WorldCC website 'Events' section, or by clicking the links on the calendar dates on the next page.

Only learners enrolled in the CCM Blended Certification programs can register for the workshops.

## Certification

The workshops are designed to be completed alongside the self-paced online certification program, but they are not a requirement for certification.

## Schedule

The timetabling of self-paced learning during the year is flexible. However, we recommend you create a learning schedule for the self-paced online program to correspond approximately with your workshop attendance.

## Maximum and minimum participants

Workshops are limited to 25 participants. We may occasionally postpone a workshop until the next date scheduled, if the minimum 8 students haven't signed-up within a week of the scheduled date.



**Upgrade to  
Blended Learning**

See prices on page 13

**ONLY  
\$200**

# Blended program workshops 2021

| 1<br>Delivering and Demonstrating Value   | 2<br>Negotiation and Risk Case Study Analysis  | 3<br>Positioning for the Future   | 4<br>Collaborative Contracting  |
|---|--|---|---|
| <ul style="list-style-type: none"> <li>13 May (APAC) →</li> <li>1 July →</li> <li>28 October →</li> <li>9 December →</li> </ul> | <ul style="list-style-type: none"> <li>29 April →</li> <li>17 June →</li> <li>15 July (APAC) →</li> <li>16 September →</li> <li>16 December →</li> </ul> | <ul style="list-style-type: none"> <li>27 May (APAC) →</li> <li>24 June →</li> <li>14 October →</li> <li>17 December* (Friday) →</li> </ul> | <ul style="list-style-type: none"> <li>22 July →</li> <li>23 September →</li> <li>21 October (APAC) →</li> <li>18 November →</li> </ul> |

## Days

Workshops are on Thursdays except where marked\*

## To book a workshop

Once you are enrolled in the Blended learning program, you can book attendance at individual workshops at the 'Events' registration page by clicking a date in the lists.

## More dates in 2022

Don't worry if you can't attend all four workshops in 2021, we're adding more workshop dates in 2022.

## Americas and EMEA friendly times

|                                 |                      |                           |                             |                            |         |
|---------------------------------|----------------------|---------------------------|-----------------------------|----------------------------|---------|
| 8:00 am                         | 11:00 am             | 4:00 pm                   | 5:00 pm                     | 6:00 pm                    | 7:00 pm |
| Seattle<br>Las Vegas<br>Phoenix | New York<br>San Juan | London<br>Lisbon<br>Lagos | Paris<br>Cairo<br>Cape Town | Doha<br>Helsinki<br>Moscow | Dubai   |

## APAC friendly times

|                                 |                      |                           |                             |                            |         |
|---------------------------------|----------------------|---------------------------|-----------------------------|----------------------------|---------|
| 8:00 am                         | 11:00 am             | 4:00 pm                   | 5:00 pm                     | 6:00 pm                    | 7:00 pm |
| Seattle<br>Las Vegas<br>Phoenix | New York<br>San Juan | London<br>Lisbon<br>Lagos | Paris<br>Cairo<br>Cape Town | Doha<br>Helsinki<br>Moscow | Dubai   |

## Time zones

Workshops are delivered simultaneously across time zones. Most workshop dates are Americas and EMEA friendly times, with one of each workshop at APAC friendly times, indicated in brackets in the date lists.

# Workshop details

## Workshop 1

### **Delivering and Demonstrating Value: Purpose and Lifecycle**

The primary goal of this workshop is to provide context on the purpose of the contract and how the stages within the contracting lifecycle can be managed to create value for your organization.

Things around us are volatile right now. There is extensive change, and in this workshop we will explore how that is impacting the role and activities of the contract and commercial community. We will provide some data from recent WorldCC research and have you team up to discuss, to analyze, to share your views and conclusions. We will explore the challenges associated with trends such as virtual negotiation and consider how the pandemic may have altered relative power in negotiations, as well as affect what we negotiate.

## Workshop 2

### **Negotiation and Risk Case Study Analysis**

This workshop will explore three case description studies that illustrate different aspects of the pre-award process that you have been studying and explores the application of lessons learned to your job role.

## Workshop 3

### **Positioning for the Future**

In this workshop, learners will engage with expert guest lecturers on the changes that will alter the work of CCM. Technology is an obvious element so we will reflect on ways that it is altering how we work, and the capabilities being created. But there are broader issues that will potentially impact our role and purpose – for example, as business develops its sense of ‘purpose’ and the increasing focus on environment, society and governance. We potentially have a major role to play in supporting these changes – it is time to think and prepare!

## Workshop 4

### **Collaborative Contracting**

Almost 60% of WorldCC survey respondents highlighted the importance of increased collaboration as a method to improve business outcomes, yet most acknowledge that they struggle to achieve it. This workshop focuses on the tools and methods that underpin collaborative relationships. It draws on ‘Contracting in the New Economy’, the latest work co-authored by WorldCC President, Tim Cummins.



# Prices for 12 months access

## Prices per person

### Self-paced

**995**  
US\$

### Blended learning

**1195**  
US\$

Enroll for Self-paced



Enroll for Blended learning



Contact us about the  
CCM Certification program



## Company-specific learning portal

Minimum 6 people

PLUS  
**1500**  
US\$

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

### Benefits of a company-specific portal

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

Find out more about your  
company-specific portal



## Practitioner, Advanced and Expert

The prices shown are for each level and apply to both Practitioner and Advanced.

The cost of the Expert program differs depending on whether additional coaching is included as part of the program. Please contact WorldCC to discuss details and options.

## Certification renewal

Certification is valid for a period of two-years with an active WorldCC membership. For certification renewal, members must demonstrate that they have acquired 40 points of Continuing Professional Development (CPD) credits (20 points for CCM Associate).

**Learning enquiries**  
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