

Cooperation and Beyond®



What is Cooperation and Beyond®?

Cooperation & Beyond® is a three-day, highly interactive skill-building workshop for up to 20 participants. It is intended for people in management who want to master the primary practices they will need most when attempting to build and manage important business relationships, especially with preferred suppliers. Research and experience have shown that the three most important of these are:

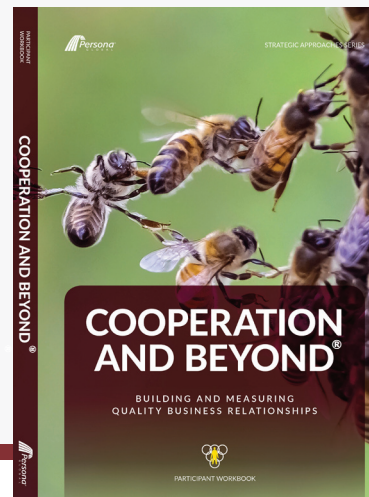
- Initiating and sustaining cooperation within and between both sides of the relationship,
- Understanding the real needs (not just the positions) of the other parties to that relationship, and
- Building confidence on both sides in the relationship itself.

What Does It Do?

Cooperation & Beyond® involves you in an intensive and interactive set of exercises which illuminate your own preferences on risk, trust and other factors which affect key relationships. From surveys completed prior to the session by colleagues you have selected, you will gain useful insight into the ways you are perceived by those colleagues. From that, you are given developmental guidance on how best to gain the support needed from them to succeed.

How Does It Do That?

The workshop starts with macro factors like risk, trust, and personal values. It then identifies the character traits one hopes to project to colleagues, the practices one must master to project them, the tactics which tend to produce that mastery, and the skills needed to be effective in using those tactics.



What You'll Leave With:

- What you need to establish, build and manage quality business relationships.
 - 2 Core Values
 - 3 Primary Practices
 - 13 Character Traits.
 - 47 Separate Behavioral Skills
- A proven methodology for enhancing key relationships. Insights about risk and trust you can use to your advantage. Specific behaviors you can incorporate NOW to gain greater cooperation from those people whose support you need to get things done.
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- Specific behaviors you can incorporate NOW to gain greater cooperation from those people whose support you need to get things done.
- An understanding of why any negotiation is really three negotiations in one, and how this will help you be more successful in reaching agreements that work.
- An action plan using the skills acquired during the workshop that will strengthen important relationships and enable you to achieve a competitive advantage.
- A tool for measuring and analyzing, in quantitative terms, how well, in the eyes of the other party, you are attending to their needs as compared to your competitors.
- An approach to relationships that will serve you well over a lifetime.

Who Should Attend?

This workshop is designed for managers and team members who are pursuing customer satisfaction as a prime focus and who need support from disciplines and functions other than their own in order to succeed in delighting that customer.

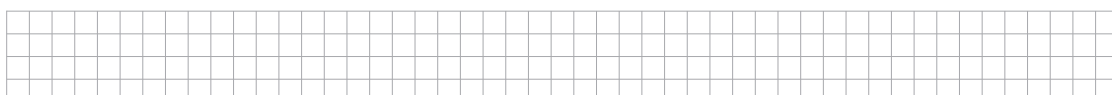
Meant primarily for in-house delivery, you bring key, real-life relationships into the classroom and take powerful plans for strengthening those relationships back to the workplace.

Should People Attend as Individuals or in Teams?

The workshop is designed to work well with either individuals or teams. But when cross-functional teams attend as a group, it moves that team up the developmental learning curve towards full effectiveness. Its greatest contribution occurs when customer and supplier teams experience it together.

How Cooperation & Beyond® was Developed?

The concepts and practices in Cooperation & Beyond® were tested and proven with the following companies in real world conditions (with important negotiating partners) during its development:



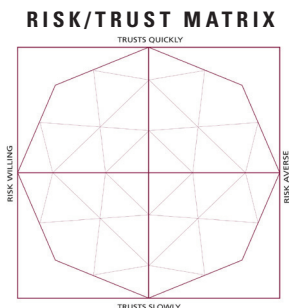
“What would have taken us months to learn about each other, we learned in 3 days at Cooperation and Beyond. This accelerated us toward the relationship we desired.”

Bill Desmond, • Team Leader and Manager, Chevron Supplier Quality Improvement Process

What You Will Experience and Achieve

The Need for Quality Business Relationships

- An exercise which illuminates your personal risk and trust preferences.



- A deeper understanding of why your ability to influence others in a relationship is shaped by their perception of your willingness to help them meet their needs in that relationship.

Understanding and Building the Relationship

- A three phase model showing the stages through which a relationship passes as it strengthens.
- A National Science Foundation study of the question, “from where does cooperation originate?”
- Two core values and three primary practices are essential to building and managing quality business relationships.
- A case study on how to initiate and sustain cooperation (teams may address an important tissue they share at work).
- Feedback illuminating your personal preferences in risk and trust as seen by those preselected colleagues and a homework exercise in how to use that insight to your advantage.

Understanding Needs

- Feedback on how well your colleagues believe you understand the real needs of others with whom you interact.
- Guidance on how to better understand those real needs of others, and to be perceived as understanding them.

Developing Confidence in the Relationship

- Tactics and skills needed to build confidence in the relationship.
- A continuing case (or team) study on how to be more effective at understanding the needs of others, and being perceived as such.
- Feedback on what behavior those preselected colleagues would like to see more frequently or less frequently in order to more readily give their support and a homework assignment for doing so.

Influencing the Organization

- An architecture which identifies the “pools of competence” you must influence to be successful in your major job decisions.
- The roles key individuals will play in helping you operate within this architecture.

Action Planning

- An exercise to plan how you will use this new learning to gain a competitive advantage for your value-added chain by strengthening a key business relationship within it.
- An introduction to the concept of Touch-Point Management which measures and analyzes the impact, over time, of your implementation of the plans developed above.

ABOUT THE AUTHORS



Robert C. Parker, C.P.M. & Dr. John A. Carlisle
Co-authors: Cooperation & Beyond®

Robert Parker has counseled major U.S. and European clients on ways to develop more mutually beneficial relationships with key customers, suppliers, carriers, and other strategic partners.

Mr. Parker spent 25 years as a manager of purchasing, transportation, materials, and facilities functions at Ford Motor Company and International Harvester. Later, he was promoted to officer level. For six years, he was stationed in Europe and the Far East.

John A. Carlisle applies the models of organizational behavior to help the business world become more human, productive, and profitable, through his Sheffield-based consultancy, John Carlisle Partnerships.



For more information about **Persona** GLOBAL® metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona** GLOBAL®

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