

NEXT-LEVEL SLA PRACTICES FOR EXCELLENCE

STRATEGIES FOR SUCCESSFUL IMPLEMENTATION

BANGKOK: 16 & 17 MAY 2024



JIM BERGMAN

Internationally Acclaimed Thought Leader & Co-Author:

CONTRACTING IN THE NEW ECONOMY

Using Relational Contracts to Boost Trust and Collaboration in Strategic Business Relationships.

(Palgrave Macmillan, 2021)



Amazon Ratings



RAVE REVIEWS FOR JIM!

"Jim Bergman is very well experienced and he was able to share a good perspective on contract planning, strategizing and negotiation. This is a great course for those involved with tenders, contracts, supplier relationships and even customer relationships. The trainer Jim is no doubt is a very experienced speaker. It's an absolute privilege to be able to sit in his class. Big thanks to Kexxel Group for running the event with such professionalism."

Akhbar Bin Muhamad - Senior Manager, Pharmaniaga Logistics

"Jim Bergman is a very good trainer. He is easy to understand and very practical. The main strength of the event for me was the overall concept of procurement."

Tuan Shamsul Azman Bin Tuan Kechik - Senior Manager, Southern Power Generation

"The main strength for me was the practical examples given. To those who have yet to attend this training, I would definitely encourage them, especially to those involved in negotiation as Jim does not only share theoretical concepts but really more real-world experiences which are of high value. I would like to give credit to Kexxel Group as this is my second event here. Their selection of speakers are excellent"

Hasfizar Bin Mukhtar - Senior Manager, Chemical Company of Malaysia

"One thing that Jim has instilled in me is to have as much clarity and trust in the contractual relationships, so it brings value to both parties engaged in a contract to get a win-win negotiation. The topics were great as Jim Bergman is an excellent speaker."

Mohamad Halil Bin Haron - Head of Project Management & Control, Tenaga Nasional Berhad

"Jim delivered the training well by providing an in-depth understanding about the principles of contract management. Jim is a great guy and I know him as a member of the IACCM and he is well known for his experience."

Mohd Norhatta Bin Azhar - AGM, Contract Management, Velesto Drilling

MODULE 1 ADVANCED SLA TECHNIQUES

- The initial question – Results, Resources, or Relational?
- Business drivers that prompt the need for advanced SLA techniques
- Key elements and objectives to focus on to further strengthen your existing SLAs

MODULE 2 STRATEGIC PLANNING FOR SLA DRAFTING

- Types of strategies: Checklist for weighing different options and selection
- Rollout method – Big bang, piecemeal, incremental?
- Planning for perceived contingencies and changes



Case Study:
Large Telecom Services Contract Rollout with Multiple Service Levels.

MODULE 3 IMPROVE THE CONTEXT TO STRUCTURE ADVANCED SLAS

- Determine the scope & inclusions
- Establish the key stakeholders, their roles and needs
- Identifying and including Service interdependencies



Case Study:
Petrochemical Firm’s Effort to Build a Robust and Clear SLA in a Services Agreement

MODULE 4 IMPLEMENT SCOPE BOUNDARIES & ASSIGN ACCOUNTABILITIES

- Types of service categories
- Translating services to business needs
- Critical success factors
- Ensuring a one view and interpretation of the problem
- Setting appropriate timelines
- Balancing out service levels with cost to support those service levels.



Case Study:
Engineering & Construction Entity That Used Effective Techniques in Assigning Accountabilities

MODULE 5 MAINTAIN ACCURATE KPI’S

- Use the right KPIs to accurately gauge service levels
- Groups and categories of KPIs
- Service metrics, calculations & data sources parameters
- How to establish KPIs for ambiguous or hard-to-measure services
- The X-factor in securing optimal KPIs



Case Study:
Automobile Industry Manufacturer that Continually Updated KPI’s or Accuracy

MODULE 6 PRICING – HOW IT EFFECTS SLAS

- Explore the pros/cons of various pricing models and avoid the traps of the inexperienced
- Identify how price models affect the management of SLAs – danger at every corner

Q&A SESSION AND WRAP-UP

WHY YOU SHOULD ATTEND

One of the leading sources of lost value and increased risk in commercial contracts lies in the fact that the requirements are poorly defined. While most contracts effectively address the traditional terms and conditions, many fall short in the Scopes of Work and Service Level Agreements. Think of SOWs as the "What?" and SLAs as the "How?"

Contractors rely on SLAs while they manage customer requirements and expectations, and customers use the SLA to clarify and refine those requirements and expectations. Effective SLAs establish a precise and mutual understanding, laying the foundation for trust between parties. Surprisingly, crafting this critical component of contracts is often overlooked.

Join our program to bridge this gap as we delve into the **key components and industry-leading practices that shape world-class SLAs**. Elevate your SLAs and set the stage for lasting partnerships.

KEY BENEFITS

- **Explore** the flaws and shortcomings of traditional SLAs
- **Identify** the key elements of SLAs
- **Craft** an effective & impactful SLA
- **Understand** each member’s role in the SLA development team
- **Create** a checklist for SLA Drafting and Implementation
- **Anticipate** the barriers and hurdles to effective SLAs
- **Assess** the cost and benefits of creating a world-class SLA
- **Gain** Insight from Exemplary Leading Practices

MODULE 1 ENSURING COMPLIANCE & RESULTS

- Types of remedies and rewards to ensure results
- Effective techniques for implementing remedies and rewards
- Minimizing exposure to business risks
- Design contingency plans for alternative measures
- Craft optimal payment structures



Case Study:

Technology Company that ensured SLA's & KPI's are met and exceeded

MODULE 2 EFFECTIVE REPORTING STRUCTURES

- Identify the best report format
- Determine the appropriate measurement period
- Ensure reports align with business objectives
- Structuring targets & benchmarks for easy follow-up



Case Study:

Financial services firm that utilize effective measures and reporting techniques

MODULE 3 MANAGING ADVANCED SLA'S

- Assigning the roles of stakeholders & mapping effective inter and intra party team structure
- How often to hold evaluations, reviews & audits
- Issue and dispute management



Case Study:

Facility Construction and Maintenance Firm Excelling in SLA Management

MODULE 4 EFFECTIVE INTERNAL SLA'S

- Keys to developing and drafting
- The facets of internal negotiation
- Managing the fulfillment by both stakeholder and internal provider
- Efficiently responding to Change

MODULE 5 INTEGRATING ESG CORPORATE STRATEGY INTO YOUR SLA'S

- Understand the ESG purpose - what is the overall reason?
- What is in the mind and motivation of your customer?
- What are the motivations for your supplier and sub-supplier?
- Integrating ESG corporate strategies and aligning it with market approach strategy

Practical Activity:

What makes an organization's ESG supply management and contracting strategy unique?

Attendees will develop a simple ESG supply management and contracting strategy

MODULE 6 EFFECTIVE RELATIONSHIP MANAGEMENT

- Forms of relationships - power based to partnering
- Ensuring an impactful relationship

MODULE 7 NEGOTIATING SUCCESSFUL SLA'S

- How often can you renegotiate your SLAs?
- Negotiation tactics, tips, and strategies
- Prepare a negotiation plan.



Role Play Activity:

Negotiating KPI penalties and rewards

OPEN DISCUSSION AND WRAP UP

WHO SHOULD ATTEND

This course is designed for both the novice and the experienced and for SLAs with internal or external service providers.

In particular, we highly recommend:

- Service Delivery Managers
- Shared Service Managers
- Legal Managers and Support Staff
- Contracts Personnel
- Procurement and Purchasing Managers
- Supply Chain Managers
- Strategy, Planning And Resource Managers
- Operations and divisional managers
- Logistics Managers
- Operations Supervisors, Engineers, Project Coordinators

PROGRAMME SCHEDULE

0830	Registration & Refreshments
0900	Workshop commences
1015	Morning break
1230	Lunch
1500	Afternoon break
1700	End of day

MEET YOUR FACILITATOR

JIM BERGMAN

Co-Author of: Contracting in the New Economy

Using Relational Contracts to Boost Trust and Collaboration in Strategic Business Relationships (*Palgrave Macmillan, 2021*)



With over 30 years extensive contracting and negotiation experience in supply management and sales contracting, Jim Bergman serves as President and CEO of a global training firm and consultancy focused on the effective implementation and execution of leading contracting and commercial management practices - including ESG initiatives.

Prior to establishing Commercial Officers Group, Inc., Jim was a contracts attorney for a Fortune 500 petrochemical corporation, Amoco Corporation, and was responsible for legal and negotiations support to the procurement staff. He supported multiple locations globally, where he addressed commercial and legal issues in transactions valued up to and greater than \$1 billion.

Jim's experience encompasses developing, negotiating and managing contracts for a wide array of projects with multiple clients in multiple sectors. He has been extensively involved in establishing many successful and innovative customer-supplier commercial relationships.

He has also developed and delivered both public and internal training programs on many topics regarding tendering, strategic sourcing, contracting, outsourcing, law and negotiations.

As a strategic management consultant, Jim has assisted numerous clients through all phases and steps of contract development, contract drafting, contract negotiation and contract management processes, demonstrating savings in excess of \$300 million. His audiences and clients have included attorneys, plus financial, operational and sourcing professionals from multinational corporations and the public sector.

Jim holds a Law Degree, an MBA, a Bachelor of Arts and a Master of Arts degree. In addition, he is licensed to practice law in Illinois, Texas and Oklahoma, as well as various US federal courts.

PARTIAL CLIENT LIST

- Maxis
- Merck
- Monsanto
- Petrofac
- Petronas
- Petrovietnam Gas
- Vietnam Oil and Gas Group
- VRJ Petroleum Company
- PGNiG SA Egypt
- RasGas
- Dana Gas
- ExxonMobil
- BHP Billiton
- Borouge Abu Dhabi
- BP
- Carigali Hess
- Chevron
- DuPont
- Egyptian Petrochemicals Holding
- FedEx
- GASCO
- General Motors
- Halliburton
- Hess, Intuit
- Japan Vietnam Petroleum
- Johnson & Johnson
- Makro
- Al-Majdouie Group
- Apache
- ConocoPhillips
- Delphi Automotive
- WalMart
- Samsung
- Saudi Aramco
- Schlumberger
- Shell
- the State of California
- the State of Florida
- the State of Texas
- Sun Life of Canada
- Warburg Dillon Read
- Union Bank of Switzerland

BOOK REVIEWS

"For those of us that need our complex contract to be high performing, this book is a must read. The importance of the relationship in working together for mutual benefit is a prevalent theme that inspires the reader to act boldly. Follow the framework and tools within to achieve success with Relational Contract"

David Handley - VP Business Partnerships PHSAs, Provincial Health Services Authority

"This is a terrific book for both academic and practitioners. The theory draws from economic, law, and psychology, yet the five-step process for building a relational contract is not only concrete but also illustrated with many useful case studies. Honestly, this book is ahead of any economic theory I know in suggesting how parties might build and maintain the kind of shared understanding that is of course crucial for many collaborations. The author has managed a rare feat: not only combining theory and practice, but also getting each to feed the other."

Robert Gibbons - Sloan Distinguished Of Management, Sloan School Of Management, and Professor Of Organizational Economic, Department Of Economic, MIT

"Many people offer advice on how to write better contract, or for that matter how to live a better life, run a business, etc. What makes David, Kate, Tim, and Jim's work stand out in my opinion is that it has a solid scientific basis. This is what I like so much about this book. It is aimed at practitioners and describes David, Kate, Tim, Jim's powerful method for writing better contract. But it also explains why the practical solution works. The book offers indispensable knowledge: process and tools to overcome the challenges of entering into and living through long-term relationships; how to ensure that your partner cooperates efficiently and doesn't resort to blame games; how to build trust; how to avoid bad feelings, and so on. In short, how to ensure that the potential gains from a relationship are actually realized"

Oliver Hart - Lewis P. and Linda L. Geyser University Professor Of Economics, Harvard University



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Bangkok: 16 & 17 May 2024

Registration Inquiries: ☎ : +603 2282 1688

☎ : +6011 1633 1600

✉ : boon@kexxel.com

REGISTRATION FORM

***Get 1 FREE seat if you send 3 pax! (3+1 Package)**

Early Bird Register by 22nd March	Special Discount Register by 11th April	Normal Rate Register after 11th April
<input type="checkbox"/> USD 1,695	<input type="checkbox"/> USD 1,795	<input type="checkbox"/> USD 1,895
<input type="checkbox"/> Send 3, get the 4th seat for FREE!		

*Fee quoted does not include GST / VAT or withholding tax (if applicable).

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Mobile :
Direct Line :

Delegate 3

Name :
Job Title :
Email :
Mobile :
Direct Line :

Delegate 4 (FREE if you send 3 pax)

Name :
Job Title :
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Direct Line :

Authorization (Mandatory)

Name :
Job Title :
Email :

Signature :
Date :

***Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

Payment Method

Bank Transfer
 Credit Card Visa Mastercard
Name on card :
Card number :
Expiry date : CVV :
Signature :



Email the completed form to boon@kexxel.com

TERMS AND CONDITIONS

PRIVACY

Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

TERMS & CONDITIONS

Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendees. Due to limited of event space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Fees is inclusive of programme materials and refreshments.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge provided you inform us AT LEAST 3 days before the course else you will be issued with a 50% Discount Training Voucher which entitles you (or a nominated colleague) to attend a public course arranged by Kexxel Group within the next 12 months.

Cancellation: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid. As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th & 5th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced.