

# COMMERCIAL ACUMEN FOR THE PUBLIC SECTOR

## 3-DAY MASTERCLASS

Feel  
overwhelmed  
by your  
industry  
counterparts?

Not sure why  
they make the  
choices they  
do?

Want to  
negotiate  
better  
contracts?

Want better  
value from  
contracts  
you have  
negotiated?

## Knowledge is power

The Commercial Acumen for the Public Sector 3-day Masterclass will help you learn:

- How industry operates and what drives them
- How to structure better 'deals'
- How to negotiate strategically
- How to get better value from the contracts you have

Discover how to better create, claim and keep value—the three legs of value for money.



KIAH ACADEMY

# ABOUT THE MASTERCLASS

You will gain insight into structuring better approaches to market, deal negotiation, and contract management. You will explore vendor perspectives and how it's applied in the context of the public sector. You will extend your capacity to create, claim and keep the value.



## YOU WILL COVER:

### Creating the value

#### **How business operates:**

From the multinational to the start-up, understand business cost and risk, how different personal and corporate drivers affect business perspectives and what this all means to a buyer.

#### **How companies sell:**

Understand a business' strategic considerations to marketing and the sales process. Specifically how companies respond to and govern tenders, the cost, and how to get the best value from the engagement.

#### **Deal design:**

Unlock your value by designing a market approach tailored to the transactional and strategic partner. Also enhance engagement and competition by developing effective statements of work and performance plans.

### Claiming the value

#### **Preparing for negotiation:**

From evaluation through to engagement, obtain tools and techniques on how to avoid positions and explore negotiation options.

#### **Principles and techniques:**

Explore how negotiations unfold, and techniques at the table to maintain the initiative.

#### **Managing the process and team:**

Develop alternatives and avoid pitfalls or deadlocks by unbaffling the best and final offer.

#### **Insights into complex multi-party negotiations:**

Negotiate beyond the table and manage both internal and external factors.

### Keeping the value

#### **Contract management, business management or contract administration:**

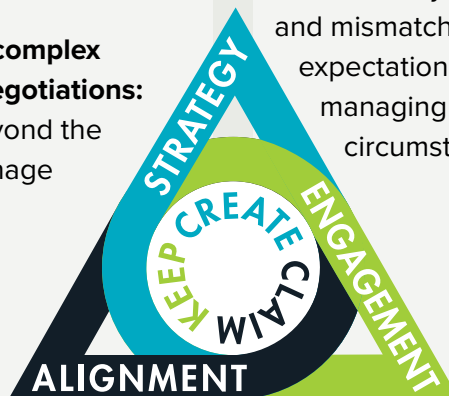
Understand the distinction, learn which is needed, who does what and think about each within the public sector context.

#### **Maintain stakeholder relations:**

Manage strategic and long-term relationships with effect.

#### **Performance management:**

Unlock the hidden value in your business by dealing with unsatisfactory performance and mismatched expectations, and by managing changing circumstances.



# FACILITATORS INCLUDE

**EDUCATION  
NOT TRAINING:  
BUILDING BOTH  
CAPABILITY AND  
CAPACITY**



**John Glenn**

**MD and Founder  
Kiah Consulting and  
Kiah Academy**

John is an experienced and successful strategist, negotiator and dispute resolver. He has been instrumental in helping clients achieve their aspirations, and more, for over three decades.

From working with the UN negotiating with the Khmer Rouge, restructuring billion-dollar logistics programs through to dealing with aviation disputes, John has worked with the masters, and become one.

His studies have explored contemporary approaches, particularly the European and US schools of thought culminating in studies at the Harvard and Edinburgh Business Schools. He personifies the convergence of theory and practice.



**Ivar Berget**

**Director Education Sector  
Kiah Consulting**

Ivar is an experienced consultant and leader with strong results from public service, large corporates, and high-growth digital businesses.

Starting in the Norwegian Army, he eventually commanded an independent ranger company before serving as an advisor in the Ministry of Defence, focussing on capability planning, strategic analysis and facilitation of political decision making.

After his MBA Ivar joined the private sector, working at the senior levels of global consulting and educational institutions specialising in strategy and growth as well as the development of on line educational programs.



**Ken Noye**

**Experienced Chief  
Executive Officer and  
Logistics Professional**

Ken has delivered commercially successful operational, logistics and supply chain services in competitive, complex, and geographically dispersed environments.

He is experienced in providing multi-dimensional services across the public and private sectors, including the recycling industry, beverage industry, Defence, manufacturing, mining, and oil and gas.

He leads with a collaborative and pragmatic style to build trust and delivers results through his people with innovative service solutions, and strong customer and stakeholder relationships.

**Delivered by our experienced practitioners, this program is low on theory and high on practical learning, real case studies and exercises. It is not skills training but an education applicable in any context, transferrable to any team, and an investment in individual capability.**

“If you understand their perspective, your perspective will change”

JOHN GLENN

# REGISTRATION DETAILS

## COURSE DATES



**Brisbane**

18–20 April 2023



**Melbourne**

20–22 June 2023



**2023/24 TBC**

Call for details

**3 Days | 8.30am–5.00pm | \$3,850 incl. GST**

**REGISTER AT: [academy.kiah.com](https://academy.kiah.com)**

For all group bookings please call 02 6230 5347

### **⚠️ HEALTH WARNING**

We offer a health warning. This is a masterclass and participants are expected to contribute, explore and work together. Getting value out of your investment will take preparation, homework and more than just a few hours in a classroom. If you want a lean back, low effort, tick the box course, this is not for you.

## FROM OUR LEARNERS:

I want to thank John and the Kiah team for their excellent Masterclass series. I found it rich in content and spent much of the night after the class thinking deeply about the concepts and approaches John had outlined. I can safely say I will be putting into practice in short order ideas learnt and inspired by the class.

BRYCE UNDY, BUSINESS ARCHITECT, UNISYS

John Glenn is a highly experienced negotiator, and he has a depth of understanding of the needs of the military and the private sector, and I recommend him highly for any negotiation role.

ADRIAN D'AMICO, DEFENCE



**KIAH ACADEMY**

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