

# Certified Outsourcing Professional (COP) Master Class:

A Comprehensive Learning Experience for Improved Outsourcing Outcomes

AN EDUCATIONAL PROGRAM PRESENTED BY THE INTERNATIONAL ASSOCIATION OF OUTSOURCING PROFESSIONALS (IAOP) IN ASSOCIATION WITH IAOP CORPORATE MEMBER QUINT WELLINGTON REDWOOD

PART OF THE COP PROGRAM

March 31-April 3, 2008  
Madrid, Spain

*The Certified Outsourcing Professional (COP) Master Class course sets the stage for professionals who aspire to consult at all levels of the organization and to lead successful outsourcing programs*



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## **Every day, business journal headlines and industry reports alike are making one thing clear - outsourcing is now essential to business success.**

Whether it's a financial institution like Wachovia that has recently outsourced finance, accounting, and human resources to help it become a "great customer relationship company," a transportation company like Penske whose 'virtual subsidiaries' handle everything from obtaining titles for its trucks to its tax filings, or Procter & Gamble that expects half of its new products to come from the outside by 2010, outsourcing success and business success are inseparable. The goal is not just cost savings but a dynamic and continuous transformation that keeps a company healthy and competitive.

In turn, this tremendous growth in outsourcing has caused businesses world-wide to recognize that they also have an exploding demand for outsourcing professionals who can effectively lead these initiatives from beginning to end.

As the global-standard setting organization and leading advocate for the outsourcing profession, the International Association of Outsourcing Professionals (IAOP) works with buyers, sellers, and advisors worldwide to develop these professionals. The Certified Outsourcing Professional (COP) Master Class course sets the stage for COP Candidates who aspire to consult at all levels of the organization and to lead their organization's outsourcing programs.

The COP Master Class employs class-room lecture and team discussion focused on industry recognized standards proven to ensure deployment of successful outsourcing programs. Experts (current and relevant executive speakers from various industries and professional disciplines) join the class and share their insights honed from years of first-hand experience conceiving and leading outsourcing projects.

Geared for all three primary stakeholder groups – clients, providers and advisors – the COP Master Class integrates project management best practices with the *Outsourcing Professional Body of Knowledge (OPBOK)* and the 49 *Outsourcing Professional Standards* developed by the Outsourcing Standards Board. This 4-day course includes 10 modules as well as a Capstone Case Study.

Students use electronic Outsourcing Project Plan Templates to plan, document and track the Capstone Case Study as well as to work on their own outsourcing project throughout the course. Course instructors provide one-on-one and group coaching and feedback ensuring candidates grasp the tools and techniques needed for successful outsourcing deployments.

Successful candidates also earn 75 points (50% of the total required) toward their COP Certification.

[www.outsourcingprofessional.org/certified\\_professional](http://www.outsourcingprofessional.org/certified_professional)

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### COURSE SYLLABUS

**Day 1** focuses on the decision to use outsourcing within a company's strategy. Hear from a C-level executive on how to think about outsourcing both onshore and offshore.

**Day 2** works into the setup of the project and the many decision variables that help a team decide if the relationships and outcomes are right for each partner.

**Day 3** focuses on making and closing the deal and setting it up for success.

**Day 4** lays out best-in-class practices in governance which is a pivotal attribute in great relationships.

Fully mastering outsourcing essentials positions professionals to leverage the power of bringing about meaningful outsourcing programs tied to their organization's strategy in a world competing for attention and resources, and changing at the speed of technology.

Course begins at 8:30 am on the first day and ends at 2:00 pm day four.

#### DAY 1

##### Outsourcing as a Management Practice

A working definition of outsourcing. Business drivers and anticipated benefits. The offshore advantage.

##### The Executive Mindset

How C-level execs view outsourcing. Setting policy and practices. Designing and deploying a management system that supports outsourcing. Role of the outsourcing professional.

##### Managing Outsourcing as a Business Process

A 5-stage approach to outsourcing. Stage gates, decision makers, and process timelines. Overcoming internal resistance to change. Mapping the organization and its opportunities.

##### Making the Strategic Decisions

Outsourcing for competitive advantage. Developing the optimal decision matrix. Scoping and prioritizing opportunities. A comprehensive framework for risk analysis. Identifying regulatory impacts.

#### DAY 2

##### Creating and Leading Project Teams

Picking the right team for each stage of the outsourcing process. Assembling and leading the team.

##### Opportunity Assessment

Critical business measures of success. Baseline current performance and costs. Assessing maturity of the provider marketplace. Scorecarding desired outcomes. Assessing organizational readiness.

##### Bringing Customers and Providers Together

Identifying and pre-qualifying potential providers. Developing a request for proposals (RFP). Collaborative approaches to solution development.

##### Selecting Outsourcing Service Providers

The competencies, capabilities, and relationship dynamics approach. Managing the selection process. Building consensus around a scoring system.

#### DAY 3

##### A Financial Model for Value Capture

Capturing the total financial picture. Forecasting future volumes, costs, and benefits. Projecting planning, transition, and oversight costs. Getting to the optimal pricing model and price-point.

##### The Ins and Outs of Outsourcing Contracts

Structuring the outsourcing contract. Setting the terms of the agreement. Documenting the scope of services, standards of performance, and how they're measured. Building in change management.

##### Value-Based Negotiating

Keeping the interests of all parties in focus. Managing an effective negotiating process. How to negotiate the best deal without wrecking the relationship.

##### Empowering People through Outsourcing

Making the case for change. Developing an end-to-end employee transition program. Assessing and managing community and press reactions.

#### DAY 4

##### Transitioning for Long-Term Success

Developing an effective transition plan. Keeping everyone on track while ramping up. Operationalizing the management structure. Dealing with the unexpected.

##### Governance: Making Outsourcing Relationships Work

Designing organizational links up, down, and across the business. The role of the project management office. Making interdependent planning a reality. Measuring progress, moving forward. The critical link from governance back to strategy.

All of the course content is based on the *Outsourcing Professional Body of Knowledge (OPBOK)* and *Outsourcing Professional Standards*, developed by the International Association of Outsourcing Professionals (IAOP) and the Outsourcing Standards Board.

#### Faculty varies by class offering and includes:

Arno IJmker, Partner, The Quint Wellington Redwood Group

drs. Maarten Poot MBA, Senior Sourcing Consultant, The Quint Wellington Redwood Group

drs. Menzo Meijer, Senior Sourcing Consultant, The Quint Wellington Redwood Group

Guest Lecturers from some of the world's most successful customer and advisory firms, such as, American Express, Bell Canada, Booz Allen Hamilton, PA Consulting, Kirkland & Ellis, neOT, Simmons & Simmons, and Procter & Gamble present their real-world experiences.

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REPLY BY MAIL, PHONE, OR  
FAX TO:

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Fax: +34 914 202 448  
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Class Venue & Recommended Lodging:

### Nh La Habana

Paseo De La Habana 73  
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TEL. +34.91.443 07 20  
FAX. +34.91.457 75 79  
[nhhabana@nh-hotels.com](mailto:nhhabana@nh-hotels.com)  
[www.nh-hotels.com](http://www.nh-hotels.com)

Special room rates are available  
to class participants. Mention  
Quint and the COP Master Class.



The class is taking place  
in The Embassy Room

## PLEASE REGISTER ME FOR THE CERTIFIED OUTSOURCING PROFESSIONAL (COP) MASTER CLASS IN MADRID, SPAIN

● March 31- April 3, 2008

### CONTACT INFORMATION (make as many copies as needed)

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Special physical or dietary requirements? \_\_\_\_\_

### PAYMENT INFORMATION

The course fee includes all course materials, classroom and small group sessions, breakfast, lunch and scheduled dinners. It does not include hotel accommodations, travel and other personal expenses.

### FEE

- NON-IAOP MEMBER - EUR 3,450.00  
 IAOP PROFESSIONAL MEMBER - EUR \$ 2,950.00\*  
 IAOP CORPORATE MEMBER - EUR 2,450.00\*

\*Rate applicable pending membership verification

Electronic Funds Transfer (banking details will be immediately faxed to you)

Credit Card:  AmEx  VISA  MasterCard

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Signature: \_\_\_\_\_

I agree and accept that any cancellation penalties are charged to my credit card according to the published cancellation conditions.

To register online, visit [www.outsourcingprofessional.org](http://www.outsourcingprofessional.org).

Terms and Conditions: Space cannot be confirmed without payment or payment authorization. Name changes are gladly accepted at any time. Cancellations are charged a 25% fee up to 30 days in advance of program date, 100% thereafter and must be received in writing. Credit letters are available upon request for future course offerings. There is a 10% charge. See [www.outsourcingprofessional.org](http://www.outsourcingprofessional.org) for IAOP's privacy policy.