

# Certified Outsourcing Professional® (COP) Master Class:

A Comprehensive Learning Experience for Improved Outsourcing Outcomes

AN EDUCATIONAL PROGRAM DEVELOPED BY THE INTERNATIONAL  
ASSOCIATION OF OUTSOURCING PROFESSIONALS® (IAOP®)

PART OF THE COP PROGRAM

**October 19 – 21, 2011**

**Harbour Plaza Metropolis,  
Kowloon, Hong Kong**

The 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.



[www.IAOP.org](http://www.IAOP.org)

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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, IAOP works with buyers, sellers, and advisors worldwide to develop these professionals. The COP Master Class course sets the stage for COP family 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 54 Outsourcing Professional Standards developed by the Outsourcing Standards Board. This 3-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 and the COP Master Class also fulfills the requirements towards the aCOP certification.



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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 executives 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. 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.

DAY 1	DAY 2	DAY 3
<p><b>Outsourcing as a Management Practice</b> - A working definition of outsourcing. Business drivers and anticipated benefits. The offshore advantage</p> <p><b>The Executive Mindset</b> -How C-level execs view outsourcing. Setting policy and practices. Designing and deploying a management system that supports outsourcing. Role of the outsourcing professional</p> <p><b>Managing Outsourcing as a Business Process</b> - A 5-stage approach to outsourcing. Stage gates, decision makers, and process timelines. Overcoming internal resistance to change. Mapping the organization and its opportunities</p> <p><b>Making the Strategic Decisions</b> - Outsourcing for competitive advantage. Developing the optimal decision matrix. Scoping and prioritizing opportunities. A comprehensive framework for risk analysis. Identifying regulatory impacts.</p>	<p><b>Creating and Leading Project Teams</b> - Picking the right team for each stage of the outsourcing process. Assembling and leading the team</p> <p><b>Opportunity Assessment</b> - Critical business measures of success. Baseline current performance and costs. Assessing maturity of the provider marketplace. Scorecarding desired outcomes. Assessing organizational readiness.</p> <p><b>Bringing Customers and Providers Together</b> - Identifying and pre-qualifying potential providers. Developing a request for proposals (RFP). Collaborative approaches to solution development.</p> <p><b>Selecting Outsourcing Service Providers</b> - The competencies, capabilities, and relationship dynamics approach. Managing the selection process. Building consensus around a scoring system.</p> <p><b>A Financial Model for Value Capture</b> - 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.</p>	<p><b>The Ins and Outs of Outsourcing Contracts</b> - 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.</p> <p><b>Value-Based Negotiating</b> - Keeping the interests of all parties in focus. Managing an effective negotiating process. How to negotiate the best deal without wrecking the relationship.</p> <p><b>Empowering People through Outsourcing</b> - Making the case for change. Developing an end-to-end employee transition program. Assessing and managing community and press reactions</p> <p><b>Transitioning for Long-Term Success</b> - Developing an effective transition plan. Keeping everyone on track while ramping up. Operationalizing the management structure. Dealing with the unexpected.</p> <p><b>Governance: Making Outsourcing Relationships Work</b> - 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</p>

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

[Faculty includes: Sidney Yuen, COP, Chairman of HBC. IAOP partners with IAOP-trained instructors for classes held around the world. Guest Lecturers for this class from some of the world's most successful customer and advisory firms.]



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REPLY BY PHONE, EMAIL  
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CHAPTER

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## VENUE:

Harbour Plaza Metropolis,  
Kowloon, Hong Kong

7 Metropolis Drive,  
Hung Hom, Kowloon, Hong  
Kong

Tel: (852) 3160 6888

[http://www.harbour-  
plaza.com/en/home.aspx?ho  
tel\\_id=hpme&section\\_id=ho  
me&subsection\\_id=overview](http://www.harbour-plaza.com/en/home.aspx?hotel_id=hpme&section_id=home&subsection_id=overview)

## PLEASE REGISTER ME FOR THE CERTIFIED OUTSOURCING PROFESSIONAL (COP) MASTER CLASS:

\* Harbour Plaza Metropolis, Kowloon, Hong Kong

\* October 19 – 21, 2011

## 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, and meals. It does not include hotel accommodations, travel and other personal expenses.

## FEE

- IAOP CORPORATE / PROFESSIONAL MEMBER – USD2,500; HKD19,500  
 IAOP PROFESSIONAL MEMBER – USD3,000; HKD23,400  
 NON-IAOP MEMBER – USD3,500; HKD27,300

\* Rate applicable pending membership verification

Check Enclosed (details will be immediately email/faxed to you – for HK only)

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

Credit Card: VISA

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.

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