

*Professional GBS<sup>®</sup>*

# **Business Engagement**



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# How to Articulate the Benefits of GBS

If your business partners don't appreciate the value of GBS, and you believe you are delivering strong results, this pillar will be of great value to address the disconnect. Most likely, there is an issue with the alignment and/or articulation of the benefits. Skills and tools like effective communications and Joint Business Plans, or an organization structure centered on Client Management, are instrumental and strategic to turn the perception around.

# Pillar Overview

- ▶ To help GBS organizations develop professional business relationships that instill trust, professionalism, and strategic partnerships to create new value within a company.
- ▶ Allow GBS organizations to stay in control of their destiny by engaging with the business in a way that influences and moves from a passive provider of services to a partnership/trusted ally/go-to supplier.
- ▶ To identify the right structure for a senior leadership engagement model (business unit leadership, corporate leadership, GBS role definition).
- ▶ To implement an operational model for business engagement that drives a deep understanding of current GBS value for a specific business unit and future innovation needs.
- ▶ To articulate a common GBS communications strategy that builds equity for GBS among users and clients.
- ▶ The outcomes/results: GBS is a strategic business partner within every business unit leadership team and is called upon as the transformation leader for wicked business problems.

# Why It Matters

The biggest challenge for most GBS organizations is being viewed as “order-takers” and “cost-reducers” as they strive for customer satisfaction at lower prices within a service. A professional business engagement model not only helps build equity for GBS on cost reduction initiatives but also deliberately focuses on innovation and transformation opportunities in the business where GBS can create new value streams.

Without a professional business engagement model, despite the best efforts of the GBS organization to deliver high-value performance, the equity of GBS is in danger of being viewed as transactional rather than as a strategic partner organization that can lead transformation for a business.



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# Inixia's Approach

Inixia's approach to GBS' exponential value creation is the gold standard in the industry. Our founders were the first in the industry to extend GBS' mandate from process operations to business model innovation, and their model is now used worldwide.

## **DESIGN OF DELIVERABLES:**

### **3 Workshops of 3 hours each:**

#### **WORKSHOP 1 – FRAMEWORK**

The first workshop will train participants on the tools and templates that are used for effective client management in GBS organizations. This includes tools such as Roles and Measures for GBS Client Managers, Annual operational cycle for Client Managers, Joint Business Planning for goal setting and performance management with clients, as well as detailed toolsets like Concept Brief writing to help sell ideas to clients.

#### **WORKSHOP 2 – LANDSCAPE**

The second workshop will allow participants to put into practice the models learned during the first workshop. It will blend the standard approaches and tools from the first workshop with information on the current landscape in their company to develop tailored action plans. The session will cover topics such as current state assessment, framing the challenges and opportunities, organization design for effective client management, introducing Joint Business Planning, and developing effective communication strategies.



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# Inixia's Approach

## WORKSHOP 3 – EXECUTION

The final workshop covers the implementation of the plans formed in Workshop 2 and hand-holding on execution issues. This includes coaching and problem-solving on topics like - addressing Issues with 1:1 senior leader engagements, best practices to get the process of client management rolling, assessment of deployment quality, analytics, and ongoing improvement of client management practices.

- ▶ Follow-up office hours and feedback sessions, max of 8 hours, provided in 1-hour sessions.
- ▶ Tools and templates are provided in written/designed form for customization and use.

### Elapsed Duration

The duration of the engagement not to exceed a total of 3 months.

### Cohort Design

The cohort could target the senior GBS leadership team comprising Service Leaders, business unit engagement managers (if the role exists), 1-2 business unit leaders, and 1-2 global process leaders. The ideal cohort size would be about 12-15 people. It is possible to have input providers come in for parts of the process to adequately represent their needs.

### Scope

The design of the adoption pillar for business engagement is the identification of roles, tools, and processes for a GBS organization, not a specific service. Once implemented, there will be a single consistent model across all services for where and how GBS engages as ONE organization with senior leadership.



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# Who Should Attend

- ▶ The intended attendees should include GBS leaders and lead team members, including experienced Service Managers and experienced employees in “liaison” roles between GBS and the business/function.
- ▶ We recommend that this design work be done at the GBS full organization level (across all services, not a partial set of services) and should be chartered appropriately so that workshop attendees are empowered to make decisions on behalf of the full GBS organization.
- ▶ This workshop requires GBS leaders to have previously gone through the Professional GBS modules of Service Management and Transformation Management.

## The Inixia Team

The Leading Business Transformation program is **led by Global Industry Leaders, each with over 20 years of experience successfully developing, leading, and driving high-impact transformation projects in Fortune 20 companies.** These projects ranged from multi-million-dollar process transformations and innovations to billion-dollar global acquisitions and divestitures.



**Filippo Passerini**  
Co-Founder and President



**Tony Saldanha**  
Co-Founder and CEO



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# Pricing

The pricing per cohort is \$60,000

# How to Enroll

To learn more about how Inixia can partner with you on building new business capabilities, email us at [information@inixia.com](mailto:information@inixia.com)

[information@inixia.com](mailto:information@inixia.com)

# Contact Us

To learn more, contact us at

[information@inixia.com](mailto:information@inixia.com)



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# Adoption Services

Inixia offers 7 customized trainings designed to help individuals, leaders, and organizations fully adopt the skillset, mindset, and toolset to transform their business process operations.



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