Vested Outsourcing

**Location:** Knoxville, Tennessee  
**Duration:** 3 Days  
**Tuition:** $3,300; $1,650 if repeating the course. Includes meals and lodging. 10% discount for groups of 3-4; 15% for 5 or more. Price varies if location differs from Knoxville.

Program fees are subject to change. Check our website: [www.vestedway.com](http://www.vestedway.com) for the latest information. For on-location course requests contact [VestedFaculty@utk.edu](mailto:VestedFaculty@utk.edu).

**PARTICIPANT PROFILE**
Participants typically include a mix of senior leaders from buying organizations (procurement, operations, supplier relationship management, alliance management) and service providers (account executive and strategic business development). Most attendees are director to VP level and occasionally include CFOs, COOs, and CEOs. Consultants and lawyers who specialize in strategic deals also attend.

**OVERVIEW**
The course is based on the University of Tennessee’s award-winning Vested business model research. The Vested approach turns traditional buyer-supplier relationships on their head—creating a highly collaborative, purpose-built relationship, designed to drive the innovation and achieve mutually defined, desired outcomes through a win-win agreement.

Faculty help attendees understand the paradigm shift and five rules essential to moving from a strategic relationship in name only to creating a win-win contract based on Nobel prize-winning economic principles. Attendees explore how the Vested business model can help them develop their own highly collaborative relationships and end the course by creating a personal action plan with the key steps to start their Vested journey.

Attendees walk away from this course with a practical, applied action plan to improve any relationship.

**KEY OBJECTIVES**

- **Go behind the scenes** with real case studies that profile how leading companies are applying the Vested business model to create true win-win business relationships yielding transformation results.

- **Answer the question—Is Vested right for us?** by understanding the fundamental business model differences between traditional outsourcing approaches, performance-based approaches and the Vested business model—and when to apply them.

- **Begin to Shift from Theory to Practice with RealPlay** exercises designed to help you identifying structural flaws and creating a roadmap for what needs to be done to shift to a Vested business model.

- **Create your own action plan** for how you can begin to adopt a Vested business model in your organization.

**METHODS OF INSTRUCTION**
Class size is limited to provide a rich experience where participants can interact with the faculty who created the Vested business model. The program provides a balance of theory and practical application. Faculty share real-world examples of how organizations are successfully applying Vested to achieve transformational results.

The course uses interactive Real Play sessions designed to help you put the Vested theory into practice. Participants benchmark an existing agreement against the Vested model and attendees create an action plan for shifting their business model.

**Prior to the course attendees are asked to:**

- Complete the *Vested: Five Rules that Transform Business Relationship* online course. (Included in course tuition.)

- Complete three online self-assessments: the 10 Elements of a Vested Agreement, 10 behavioral “Ailments,” and a Readiness Assessment.

Updated 6/8/16
**Distinguishing Features**
- The only university-based program designed to help organizations learn how to develop and implement Vested agreements.
- Taught by the creator and authors of the Vested model.
- Required for UT’s Certified Deal Architect program.
- Counts toward UT Supply Chain Management Certification, UT’s Executive Development Certificate, CSCMP’s SCPro1TM certification maintenance (20 CEUs), APICS recertification, and the IAOP’s COP program.
- Limited class size ensures a highly interactive environment with faculty and fellow participants

**Faculty**

- **Kate Vitasek** – University of Tennessee’s lead researcher and faculty for all Vested programs. Kate has been lauded by *World Trade* magazine as one of the “Fabulous 50+1” most influential people impacting global commerce. Her work has led to six books, including, *Vested Outsourcing: Five Rules That Will Transform Outsourcing*, *Vested, How P&G, McDonald’s, and Microsoft are Redefining Winning in Business Relationships*, and *Getting to We: Negotiating Agreements for Highly Collaborative Relationships*. Kate has also been featured on CNN International, Bloomberg, NPR, and Fox Business News and has been named on IAOP’s “Powerhouse 25” list and the National Association of Outsourcing’s “A-List” of thought leaders.
- **Mike Ledyard** – Director for the State of Tennessee’s Facilities Management Outsourcing Initiative where he is leading some of the most progressive work in government outsourcing in the United States. Mike was selected as one of the Top 20 Logistics & Supply Chain Executives of 2001-2002. He served on the original Vested research team, and his contributions led to the early development of the Vested business model. He is a co-author on the first book on Vested, *Vested Outsourcing: Five Rules that Will Transform Outsourcing*.

- **Karl B. Manrodt** – Professor of Logistics at Georgia College and State University. The author of five books and more than 50 scholarly articles, Karl is a popular speaker and has traveled around the world sharing his insights and advice for how to create a world-class supply chain. He is a recognized academic serving on journal editorial boards and advisory boards for various associations in the discipline. His work earned him “Rainmaker” status by *DC Velocity* magazine for his thought leadership.
- **David Frydlinger** – partner at Lindahl law firm specializing in assisting large and mid-sized organizations with strategic contracts, including complex outsourcing agreements. David combines skills in collaborative negotiations and relational contract drafting to create business relationships benefitting of both parties. He has authored three books.

**Facilities**

- *Knoxville Courses*

  Knoxville-based courses are held in the University of Tennessee’s Haslam College of Business. Accommodations are single-occupancy rooms at the Knoxville Hilton Hotel. Transportation from the hotel to the university and to dining is provided.

**Contact**

For more information on this course or any of the Vested courses in UT’s Certified Deal Architect Program, please contact:

- **Mike Watts**, Chief of Staff, Vested Team (for logistics)
- **Kate Vitasek**, Lead Faculty and Researcher (for content)

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**Website**

Our website for all of Vested courses is www.vestedway.com

**Related Courses**

This course is part of the University of Tennessee’s Certified Deal Architect Program. There are six courses in the CDA program: Vested Orientation, Getting to We, Five Rules that Will Transform Business Relationships, Vested 3-Day Executive Education Course, Creating a Vested Agreement, and Collaborative Contracting.