



CASE STUDY: Robust Procurement

Sharing Expertise: A Wide Range of Courses for the Philips Purchasing University

Philips Purchasing University (PPU) is a dedicated resource within Philips that works with its Purchasing teams to promote a range of key skills.

Why were we needed?

We were initially approached by PPU to provide a negotiation course for senior buyers. They wanted to look not only at the hands-on mechanics of negotiation, but also explore the value of long-term cooperative relationships with supply chain partners. They needed to identify and build particular skills including principled negotiation, collaborative skills, the ability to foster long-term relationships, creativity, innovation and entrepreneurial skills.

What did we do?

We developed a training package tailored to the specific needs of PPU, focusing on work that stimulates and nurtures cooperative relationships and practices.

Specifically, we:

- ▶ **Built a dedicated negotiation training package, Managing Supplier Relationships which we piloted with with a group of senior Philips managers over 5 days**
- ▶ **Produced a another shorter course for new and junior buyers – a two-day module which was attended by delegates from Philips' purchasing divisions worldwide**
- ▶ **Worked with PPU and its purchasing teams to build-in ethical purchasing decisions rather than tricks and traps, helping them to build beneficial and honest relationships with suppliers.**

What did we achieve?

The initial high level course was so successful that we rolled out a two-day version of the training for senior buyers. Since our relationship with PPU began, we have also worked with some of their partners and clients, including Heineken and Unilever.

Why is collaboration so effective?

Positive attitude and behaviour is vital to the success of long-term projects. Defining acceptable behaviours for your project, selecting suppliers consistently and developing, motivating and measuring those



Collaboration works.

behaviours during mobilisation and delivery can transform the way you, your partners and other stakeholders perceive your success.

