

Synecticsworld® Programs for Elevating Strategic Impact of Internal Business Partners and Business Relationship Managers

The speed of change, new thinking, and collaboration required to address the “internal partner-side” of business is accelerating. However, the promise of greater strategic impact for many internal Business Partner & Business Relationship Manager (BP/BRM) roles (e.g. in HR, IT/Digital Transformation, Innovation, Lean, Corp Planning, Finance, etc.) has often proven elusive. Synecticsworld, with 60 years of research and practice in the human dynamics of creativity and change, has partnered with our long-time colleague Bob Schuetz, former Worldwide Partner in Mercer Consulting’s Human Capital business and Global Business Leader for HR Effectiveness, to launch a new program dedicated to unlocking this potential. The program provides internal relationship management professionals with tools, frameworks and perspectives to effectively facilitate and collaborate with both their functional Centers of Excellence and their Business Unit partners to jointly achieve breakthroughs on the increasingly complex business challenges that are emerging. The signature courses below in **Innovative Business Problem-Solving** and **Facilitating Group Creativity** are first in a series of courses designed to help strategic BPs & BRMs achieve this greater influence and strategic impact.



Innovative Business Problem-Solving (18 hrs over 4 days “Online Facilitated” Modules)

Dynamics of Innovation and Teamwork

Via video feedback and skilled coaching, identify the behaviors that increase your chances of coming up with truly innovative solutions and those that create barriers to successful outcomes.

Idea Generation

Access your creative self to generate novel and intriguing ideas for solving difficult problems. Experience the power of “wishing” and learn how to take an ‘excursion’ in order to generate fresh, new ideas when you need them.

Idea Development

Discover how to take an appealing, intriguing, but “not yet practical” idea, and systematically transform it by building in feasibility.

Challenge Model & Problem-solving Sequence

Introduction to a newly-developed model for assessing the challenges that SBP/RMs routinely encounter. This model is blended with practice using Synectics’ time-tested 9-step process for innovative problem solving.

Back-home Applications

Walk away with specific plans for applying what you’ve learned so that you can realize results immediately.

Facilitating Group Creativity (27 hrs over 6 days “Online Facilitated” Modules)

Pre-req: Innovative Business Problem-Solving

Manage the Dynamics of a Meeting

Develop new understanding of your own facilitation style through feedback from an expert Synectics® coach.

Plan Successful Meetings

Incorporate planning information into designing meetings that win commitment from both Centers of Excellence and Business Unit Leaders and ensure successful outcomes.

Stimulate Idea Generation

Learn a range of techniques for maximizing a group’s creative ability to generate new thinking and fresh perspectives. Model and support the positive climate for collaboration

Understand the Dynamics of Collaboration and Discover How to Bring out the Best in a Group

Help groups stay open-minded to new thinking and to leverage diverse experiences, opinions and beliefs. Learn how to manage conflict and engender buy-in from people with different viewpoints and needs.

Run Results-oriented Meetings

Practice the 9-step process with a real client group (often a non-profit org) to develop a solution for their task.



Context of Strategic Business Partner/Business Relationship Manager in All Learning

All courses, frameworks, exercises, case examples, discussion and activation planning are explored through the Strategic Business Partner/Business Relationship Manager (BP/BRM) lens – its ambitions, challenges, and unique possibilities.

Our open course program offerings begin in 2020. Additionally, all programs can be brought to your location or **offered virtually**. For info or to register contact info@synecticsworld.com, Joe Gammal at +1 508-380-9015 or click on [Elevating Strategic Impact](#).