

# SoW/SoR Capability Clinic



## Twice the focus; half the time

### Are your people challenged by?

- Having technical knowledge, but **lacking commercial acumen**?
- Inaccurate quotes** based on loosely worded or vague SoWs?
- Frustrations with **variations** and **scope creep**?
- Repeated effort** reviewing and revising SoWs?
- Relationship friction** caused by different interpretations between them and the provider's team?
- Credibility undermined** by releasing poor quality SoWs?

### This clinic will enable your team to:

- ✓ **Write exceptional SoWs** in an efficient manner.
- ✓ Leverage financial, legal and vendor management perspectives to **sharpen their focus**.
- ✓ See ambiguity as the enemy- write SoWs with **purpose and clarity**.
- ✓ Get **accurate prices** by managing the Iron Triangle and minimising the Winner's Curse.
- ✓ **Save significant time and effort** - review SoWs using the checklist and give practical feedback.
- ✓ Know the commercially critical SoW components to **work with any template**.

WRITE EXCEPTIONAL SCOPES

THE CULLENGROUP

## Testimonials

*"Excellent course. Much food for thought."*  
Brigadier, Dept of Defence – Estate & Infrastructure

*"Best course I've attended in the last decade. An investment that will pay for itself many times over."*  
Tech Safety Engineer, Conoco Phillips

*"I will be able to put the course straight to work and make a positive change to the way we do our business."*  
Contract Coordinator, Worsley Alumina

*"Super excited to be the best SoW writer in my function! I'm going to crush it. Turned a very dull subject into a really interesting subject that I am excited to do better with."*  
Environmental Engineer, Woodside

*"Great pace as well as the content. The presentation of the course material combining theory with group and individual exercises made this a most enjoyable course."*  
Facilities Management Coordinator, City of Swan

*"An excellent course. Environment was open, friendly, facilitated learnings and understandings. Personal attention was excellent. Highly recommended - should be compulsory for all contract managers."*  
Director Studies, Australian Defence Force Academy

*"It was very useful to learn how to motivate suppliers, how to remove ambiguity, and how to keep scopes short and straight to the point."*  
Purchasing Officer, New Hope Mining

*"Presented a very dry and difficult topic in an interesting way. Very useful were reviewing our own scopes, the 'specifier' exercise, and hearing about the diamond, bargaining power, the Iron Triangle, and the Winner's Curse."*  
Corporate Lawyer, Origin Energy

*"The small focus group with a high level of interaction and workshops and exercises was most enjoyable."*  
Environment Executive, Parsons Brinckerhoff

## Clinic features

My online clinics are highly interactive with a combination of breakouts, online polls, and work sharing. Capability building is spread out over a period of three weeks to learn *and implement* in bite-sized chunks during the journey.

- Sessions can be in Zoom or MS Teams
- 3x3-hour live courses – one each week
- On call support for the challenges to be achieved each week
- Post clinic quick win/fail fast challenge and 1 hour session.

## Clinic course outline

### Importance of the SoW

Many think of SoWs as something procurement needs to get quotes. But it is the single most important thing we need to get right for operations. This session explains why.

- Know the contract lifecycle & bargaining power to maximise your leverage.
- See SoWs from the provider's perspective - get experience bidding on a scope.
- See the downstream effect of a good and bad SoW.
- Be conversant in the aspects of contract law that all SoW writers need to know.

### Draft the SoW (Case study and your own SoW)

Writing a clear and concise SoW seems easy in theory but is incredibly challenging in practice. This session shows you how to write a SoW that will work and be highly valued by your business and your providers. You'll be working on a case and on your own SoW to:

- Identify weasel words – no more ambiguity.
- Set out a responsibility matrix - who will do what.
- Define words for the glossary (defined terms / reserved word) – stop people making things up.
- Practice detailed writing - make it easy to use, logical, concise, and focused.

By the end of the clinic, you'll leave with a much-improved SoW.

### Help others with what you have learnt

You now know how to write a great SoW. We put that knowledge to even more use by reviewing a SoW you bring in, analysing the strengths and weaknesses, and plan the feedback. You'll leave with a much-improved skills to help others in your organisation.

## About Dr Sara Cullen

Sara is a global authority having helped over 165 organisations, spanning 51 countries, and \$18 billion in contracts. She is the author of 19 books and 151 best practice and research publications. Sara has been featured in the Australian Financial Review, Directions in Government, Information Economics, New Accountant, Property Australia, and the Oxford Handbook.



She was a National Partner and Global Thought Leader at Deloitte. Sara has a PhD, a MBA, and BSc. She is a Chartered Accountant (US) and Certified Mediator. She is a Fellow at the University of Melbourne, an Assoc. at the London School of Economics, and on the IACCM Australia/NZ Board.

## Want to know more about this clinic?

Contact Sara on +61 (0)416107185; or  
scullen@cullengroup.com.au.