

The Vested Way:

Redefining Winning in Business Relationships

“Nothing personal—it’s just business.”

This outdated attitude is the foundation that most business relationships are built on—a zero-sum game where one party wins at the expense of the other. Organizations say things like “valued employee,” “strategic partnership,” and “healthcare system,” but the reality is they are stuck on a transactional treadmill focusing on this task, this time, this deal, and under these terms. The relationships they create are static and the results are status quo.



Author, educator, and business consultant Kate Vitasek has cracked the code on how to truly create successful win-win relationships. Her award-winning research is the subject of seven books and she regularly shares her insights as a Forbes contributor in her column on the art, science, and practice of highly collaborative relationships. Kate has been featured as an international authority for how to build better business relationships on *CNN International*, *NPR*, *Bloomberg*, and *Fox Business News*.

Kate’s evocative and edutaining *Vested Way*® keynote unpacks Five Rules that turn transactional relationships into transformational relationships. Her keynote takes attendees beyond the theory of “win-win” and is packed with real stories from real organizations getting real results by applying the Five Rules.

Attendees walk away:

- Challenging the game they are playing in their existing relationships
- Armed with the Vested Five Rules to help them transform their relationships
- Inspired by real-world examples of how the Vested Way has worked in practice, creating value far beyond traditional us-vs-them transactional approaches

Getting to We:

Five Steps for Creating an Engaged, Collaborative Culture

The vast majority of business relationships operate with an “us vs. them” mindset: management vs. union, buyer vs. supplier, health care providers vs. payers, boss vs. employee and functional silo vs. functional silo. Organizations say things like “valued employee,” “strategic partnership,” and “healthcare system,” but the reality is they are often stuck with policies and practices and functional metrics that pit organizations, departments, and even team members against each other. The result is a culture that feels like a virtual tug-of-war with team members pulling against each other rather than collaborating for mutual success.

Kate Vitasek has been helping organizations such as Canada’s Island Health Authority and their hospitalists go from a tense, troubled, and toxic relationship to one that team members proudly now refer to as trusting, collaborative, and innovative. Kate’s award-winning work is the subject of seven books and she regularly shares her insights as a Forbes contributor in her column on the art, science, and practice of highly collaborative relationships.

Kate’s inspiring and edutaining *Getting to We*® keynote shares five proven steps for creating an engaged, collaborative culture. Her keynote provides tangible advice, tips, and tools for helping organizations make the shift from a What’s-in-it-for-Me culture to a What’s-in-it-for-We culture.

Attendees walk away:

- Understanding why “getting to yes” is no longer enough
- Learning a proven five-step approach for creating a highly engaged and collaborative culture
- Inspired by real-world examples of how organizations such as Island Health and their hospitalists transformed their culture
- Gaining access to proven tools to facilitate teams in transitioning from a “Me” to “We” mindset

The Power of T:

Choosing Transparency and Trust to Enable High-Performing Teams

In our fast-paced and interconnected world, the success of any organization hinges on the strength and productivity of its teams. High-performing teams are not merely a result of chance or luck; they are cultivated by fostering an environment built on transparency and trust. But all too often individuals and organizations have a mantra that trust must be earned. What if we shifted our mindset and chose to lead by trusting?

University of Tennessee supply chain professor Kate Vitasek has been researching the power of choosing to lead with transparency and trust for over 20 years. She has been featured as an international authority for how to build better business relationships on CNN International, NPR, Bloomberg, and Fox Business News.

Join Kate in her evocative and edutaining *Power of T* keynote speech as she shares profound insights from her groundbreaking research. Kate's inspiring and interactive presentation will help you challenge traditional notions and demonstrate how viewing transparency and trust through a new lens can unleash the full potential of teams.

Attendees walk away:

- Valuable insights that will empower their organization to thrive in today's competitive landscape
- Five pillars for building trust and transparency in teams
- Real-world examples of real organizations getting real results by choosing to lead with transparency and trust
- Tangible tips and tools to foster a culture of trust and boost team performance

Vested Outsourcing:

Five Rules that Transform Outsourcing Relationships

Many outsourcing deals are structured with fundamental flaws in the business model that prevent transformational results. The problem is not outsourcing itself, but rather the outsourcing business model. The vast majority of outsourcing deals are structured using a conventional transactional business model. This buy-sell transactional mindset pits buyers and suppliers across the table in a virtual tug-of-war when business needs change.

Vested Outsourcing flips the conventional approach of outsourcing on its head using Five Rules to align the interest between a buyer and supplier. The result? A highly collaborative win-win business model where the parties are vested in each other's success.

University of Tennessee supply chain professor Kate Vitasek shines a bright future on the art of the possible when it comes to outsourcing in her evocative and edutaining *Vested Outsourcing*[®] keynote and workshops. Vitasek—lauded by World Trade Magazine as one of the Fabulous 50+1 most influential people impacting global commerce—shares real stories from real organizations getting real results by making the shift to Vested Outsourcing.

Attendees walk away:

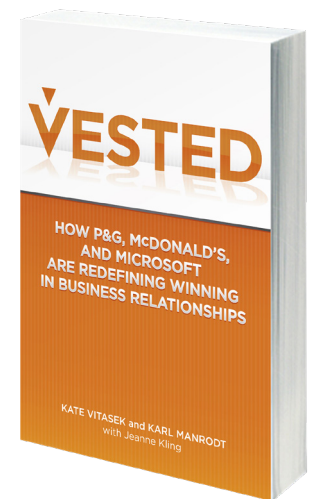
- Knowing what Vested Outsourcing is—and why outsourcing does not have to be a dirty word
- Understanding the Five Rules of Vested Outsourcing and how they help organizations shift from transactional to transformational outsourcing
- Inspired by real stories from real companies with real results
- Motivated to rethink how they are working with outsourcing partners

Customization. Customization. Customization.

Kate's experience and research spans virtually every industry with dozens of public examples from her rich body of work and case study library. This means full customization is not only possible, it is also complimentary. Kate will personally participate in a planning session to tailor her message for your event. The extra effort ensures that your audience walks away with the perfect message maximizing impact for your event. Popular customization options include:

Tailored Case Studies

Many organizations love the examples featured in Kate's books such as ***Vested: How P&G, McDonald's, and Microsoft are Redefining Winning in Business Relationships***. However, other organizations prefer a deeper dive into a single case study or industry, such as how Eye for Transport had Kate feature three case studies in the context of logistics outsourcing. Kate's can tap into her vast research library to find the perfect case studies to share at your event.



An Industry-Specific Angle

Should your customization be targeted toward a certain industry? Kate has seen *The Vested Way* applied across a variety of industries and she can showcase these examples. Kate has industry specific research and work she can leverage, such as with her work with the Health Management Academy on using strategic partnerships to drive innovation or with the Vancouver Coastal Health Authority on collaborative approaches for environmental services management.

A Function-Specific Angle

Kate's keynote is always perfect for event planners looking for a fresh perspective on Leadership, Engaged Teams, Future of Work, and Culture. Additionally, Kate is a master at tailoring her keynotes and workshops to provide a function-specific angle for organization. For example,

- The United Nations asked Kate to develop a full-day workshop for their procurement function on how to improve collaborations with potential suppliers willing to invest in innovative approaches to solve the UN's pressing SDG goals.

- Real estate giant CBRE had Kate customize her Vested Outsourcing keynote to showcase the art of the possible in facilities and real estate outsourcing.
- The International Institute for Conflict Prevention and Resolution loved how Kate tailored a virtual keynote to help members understand how collaboration approaches could be used to resolve conflict in a more preventive and proactive manner.
- Novartis turned to Kate for a customized workshop to bring leaders from each of its business units together to collaborate on supply chain efficiencies.

Incorporating Interactive RealPlay® Sessions

Want to bring a high-energy interactive option for your audience? Kate created **RealPlay®**—a dynamic approach for helping individuals put the concepts she shares into practice. Ask Kate the best way to incorporate **RealPlay®** into your event during your planning session. For example,

- The Journal of Commerce featured Kate in a dynamic keynote panel discussion where audience members could challenge her with questions on how to transform the traditional transactional approaches that plague the truckload industry from achieving better collaboration.
- SKA Organization, a treaty of 16 counties building the world's next-generation telescope, turned to Kate for a **RealPlay** workshop series to help them discover how they could use relational contracts to transform the culture of how they work and contract to drive innovation in software development for the telescope.
- The healthcare association Supply Management Institute incorporated an interactive “Barrier Busting” session after Kate’s keynote where Kate facilitated group breakouts helping members break the barriers that prevent them from implementing the Vested Five Rules.