

# Using Relationship Strategies to Promote Innovation

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innovation and new business relationships



innovation – something new



why innovate?



the time is right ...



**MULTIPLEX**

**LAING O'ROURKE**



**BROAD**

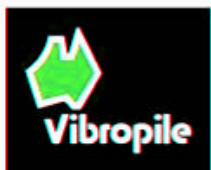


**DBS**

**DWYER BUILDING SERVICES**



**GOLDING**



**YORK**  
CIVIL



employees

clients

project team

knowledge providers

government



competency 1:  
relationships  
with employees

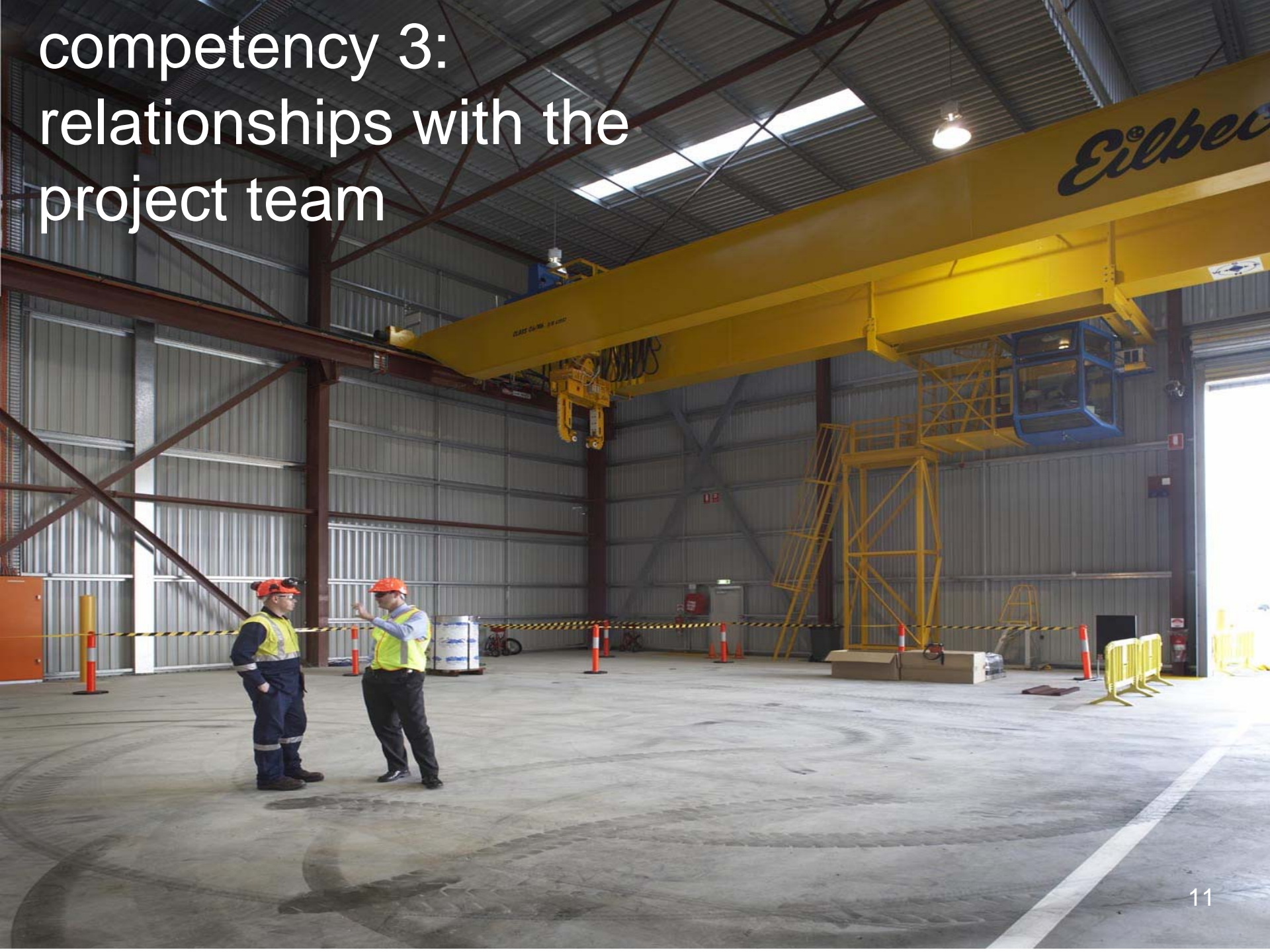
An aerial photograph of a large dam and reservoir. The reservoir is a deep blue color, surrounded by lush green forests and rolling hills. The dam is a long, grey concrete structure that spans across the reservoir. In the foreground, there are some buildings and a road. The overall scene is a mix of natural beauty and human-made infrastructure.

competency 2:  
relationships  
with clients

# Competent clients:

- undertake research and development (R&D)
- network with specialist experts
- set challenging project requirements
- offer value-driven tender selection
- participate in technology demonstration programs
- encourage alternative tenders
- design of new forms of contract
- prioritise relationship management on projects

# competency 3: relationships with the project team



competency 4:  
relationships  
with  
knowledge  
providers





## competency 5: relationships with government



employees

clients

project team

knowledge providers

government

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