



## CA-AM Exam Prep Workshop

Facilitated by ASAP Education Provider Partner  
Ann Trampas, CSAP | Phoenix Consulting Group



The Certificate of Achievement - Alliance Management (CA-AM) review course is designed to reinforce and refresh concepts covered in the CA-AM exam. Modules begin with a review of key alliance concepts and then moves to a case scenario analysis designed to encourage conversation and clarification of those concepts. Each module concludes with a summary of key takeaways.

This workshop is offered as a live webinar, allowing participants to take part in the valuable professional development opportunity without having to factor in travel expenses, and extensive time out of the office. The six-hour course is divided into two 3-hour sessions offered on two consecutive days. The webinar setting allows for live interaction between participants and the instructor.

Based on the principles covered in *The ASAP Handbook of Alliance Management: A Practitioner's Guide*, this interactive course addresses the following areas covered in the CA-AM exam:

### Alliance Life Cycle Framework

Successful alliances follow a progression of processes and behaviors that build on each previous one. CA-AMs are expected to understand the key things that occur during the alliance life cycle. This brief module provides a review of each of the seven phases of the life cycle in preparation for a more detailed review in subsequent modules.

### Strategic Rationale and Readiness

In this module participants will review the fundamental drivers of successful alliance formation, including roles, skills and structures. CA-AMs need to understand the underlying factors that influence the organizational expectations for how their alliances will be managed after they are launched.

### Alliance Selection

This module covers the portion of the alliance life cycle that is related to selecting the partner and setting up the formal contract, governance and resource allocation elements of the alliance. CA-AMs have the responsibility to know what these elements are in order to better manage their alliances after they are launched. Moreover, CA-AMs should be expected to help inform and establish a mindset that produces productive, win-win negotiations for their alliances.

### Alliance Execution

This module addresses the portions of the alliance life cycle where CA-AMs are expected to play a major leadership role. Covering the stages related to alliance launch, management and transformation/termination, this module focuses on key processes that CA-AMs manage, including gaining commitment to shared objectives, expectation setting, communication, and monitoring the success of the alliance.

### Planning and Organizing Skills

CA-AMs need to demonstrate a number of specific alliance management skills in order to make their partnerships successful. These include driving joint solutions, promoting alignment across different functional and organizational groups, and facilitating knowledge transfer. This module provides a review of the processes that underlie these skills.





### **Management and Leadership Skills**

CA-AMs need to be able to create conditions that allow their alliances to be successful. This is often accomplished through the “soft skills” related to building relationships and trust, promoting alliance values, adapting to cultural differences with the partner and resolving conflicts. These elements are reviewed in this module.

### **Benefits of attending:**

- Studies have shown that partnerships run by certified alliance professionals have a higher success rate.
- Learn best practices, gain access to tools and models that can be taken back and applied immediately in the work environment, helping to improve an alliance’s performance.
- Engage in live case modules with peer to peer discussion

---

### **Why Certification?**

*I completed my CA-AM certification in 2010 because it was an important step in building recognition of my experience as an alliance professional. It is a distinction recognized both within IBM and externally, that ASAP has validated my skills in recruiting, developing and executing alliance partnerships. This is a differentiator, and my guidance is often sought by my peers, IBM Senior Executive Management and outside companies looking to expand their business model thru alliances.*

*It’s now time for me to take this to the next level and sit for my CSAP certification, the next step in my professional development, which will give me additional credibility as an alliance professional. - Joan Meltzer, CA-AM | IBM*

#### **Corporation**

**Note:** *Since providing this testimonial, Joan has gone on to complete her CSAP certification.*

*At Covance, over 12 of our critical relationship management staff members have become CA-AM certified in the past year. We view certification not only as a key developmental objective that enhances each individual’s level of performance, but also as a statement of our commitment to developing a strong organizational alliance management competency. Based on the inquiries we receive from potential partners about having ASAP certified individuals on staff, we know this is an important capability that is valued by our alliance partners.- Covance*

#### **Executive**