



CSAP Exam Prep Workshop

Facilitated by ASAP Education Provider Partner
Norma Waterpaugh, CSAP | Phoenix Consulting Group



The Certified Strategic Alliance Professional (CSAP) review course is taught by an experienced CSAP certified member whose company is an ASAP Education Provider Partner. During the workshop there is an emphasis on promoting discussion around alliance management judgment, as well as knowledge. Each module begins with a brief case scenario designed to encourage conversation around key alliance management themes, includes review of related concepts, and concludes with a summary of key takeaways.

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 CSAP exam:

Alliance Strategy and Partner Selection

This module discusses the critical thinking skills and the ability to anticipate potential outcomes of strategic choices that a CSAP should be able to contribute to during this process.

Alliance Formation Processes

This module covers topics such as setting up governance, establishing clear expectations among the parties involved in the alliance, and negotiating and/or contributing to the negotiation of the alliance agreement.

Managing Alliances

The focus of this module is exploring sophisticated issues that arise during this part of the life cycle, such as conflict escalation and resolution, managing cooperation, fostering innovation and managing across a portfolio of alliances.

Developing Organizational Alliance Skillsets

The emphasis for this module looks at diagnosis and the need to address systematic issues across alliances, in addition how to contribute to the effective management of the organization's alliance network and/or ecosystem.

Fostering Collaborative Organizational Mindsets

This module deals with how to foster a collaborative institutional culture.

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



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