

## Benefits of Achieving the ASAP CSAP Certification

*ASAP studies show that frequent use of best practices and highly trained alliance managers, such as CSAP's, have the highest rates of alliance success.*

*"A CSAP certification distinguishes someone as a leader in our field who is committed to the standards and best practices set and shared through ASAP."*

Based on ASAP's conviction that the best and most experienced alliance managers strive for and achieve their CSAP certification, have a continued interest in and dedication to developing the profession, and contribute to the ASAP body of knowledge, CSAPs enjoy the following benefits:

- Ongoing participation in ASAP focus groups regarding the profession and capability development/best practices
- Participation as authors or contributors to ASAP's body of best practices e.g., *The ASAP Handbook*
- Opportunities to mentor CA-AMs interested in achieving CSAP certification
- Participation in ASAP volunteer committees e.g., programming, awards, etc.
- Strongest consideration as a speaker at ASAP conferences due to their advanced experience level

## Benefits within the Professional Community as a CSAP

*"My CSAP certification informs my colleagues that I have the knowledge and experience to successfully guide a collaboration to its desired outcomes"*

- Achieving the highest possible credential available in the alliance profession, branding your alliance expertise, and recognized as leaders in the community
- Promotion as a CSAP or the highest level of certified alliance professional on the ASAP website or other media
- Supports or establishes your personal reputation as a subject matter expert with your company and professional community
- Potential to be considered as differential advantage in a competitive hiring situation by adding a degree of standout credibility
- Potential professional recognition by your organization for the achievement of CSAP
- Potential support for pay increase related to achievement of professional development goals that could lead to a leadership opportunity/promotion

***We invite you to learn more about the CSAP Certification by contacting Lori Gold, director of membership services at 781-562-1630 ext. 203 or [lgold@strategic-alliances.org](mailto:lgold@strategic-alliances.org).***