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.