ISO-44001 Collaborative Business Relationship Management Framework

- Framework – not a rigid process
- Enable organizations of all kinds
- Reduce friction in partnerships of all kinds
- Recognizing cultural differences
- Uniquely promoting collaborative behavior
The Framework

Process Overview:

- Begins with awareness & assessment of collaborative capability
- Addresses people, skills, and collaborative maturity
- Threads collaborative behavior throughout
ISO 44001

<table>
<thead>
<tr>
<th>Relationship Management Plan</th>
<th>Strategic</th>
<th>Engagement</th>
<th>Management</th>
<th>Exit Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td>Establish executive responsible and org policy</td>
<td>Identify business objectives and value proposition</td>
<td>Identify and prioritize relationships</td>
<td>Establish resources, competencies and behaviors</td>
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<tr>
<td><strong>Knowledge</strong></td>
<td>Develop specific business strategy</td>
<td>Establish knowledge management process</td>
<td>Establish objective, strategy, biz case, identify potential partner</td>
<td>Establish initial exit strategy</td>
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<tr>
<td><strong>Internal assessment</strong></td>
<td>Undertake self assessment</td>
<td>Establish collaborative profile</td>
<td>Establish collaborative leadership</td>
<td>Establish partner selection criteria</td>
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<tr>
<td><strong>Partner selection</strong></td>
<td>Nominate potential partners</td>
<td>Evaluate potential partners</td>
<td>Establish partner selection plans</td>
<td>Create joint objectives and negotiation strategy</td>
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<tr>
<td><strong>Working together</strong></td>
<td>Establish governance, joint objectives and leadership</td>
<td>Establish organizational structure, roles, responsibilities &amp; processes</td>
<td>Establish performance measurement</td>
<td>Establish joint risk mgmt. and exit strategy</td>
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<tr>
<td><strong>Value creation</strong></td>
<td>Establish value creation program</td>
<td>Define value drivers</td>
<td>Establish improvement team</td>
<td>Establish learning from experience</td>
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<tr>
<td><strong>Staying together</strong></td>
<td>Ongoing mgmt., monitor &amp; measure</td>
<td>Continual innovation</td>
<td>Maintain behaviors and trust</td>
<td>Manage delivery and performance</td>
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<tr>
<td><strong>Exit Strategy</strong></td>
<td>Develop and maintain joint exit strategy</td>
<td>Establish boundaries for the relationship</td>
<td>Monitor and evaluate changes</td>
<td>Manage business continuity and transition</td>
</tr>
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</table>
The Journey

2006

PAS 11000
Collaborative Business Relationship Standard

2010

BS 1100
British National Standard Published
ASAP UK was a committee member

2014

ANSI & ASAP
Partner to form a US Technical Advisory Group (TAG)

2017

ISO 44001
Collaborative Business Relationship Management Framework
The **ASAP** Fit

**Collective Expertise of the ASAP Community**

- **Handbook of Alliance Management: A Practitioner’s Guide**
- **ISO-44001 Framework**
- **Professional Certification**
- **ISO-44001 Competency Model**

Collaborative business relationships have been shown to deliver a wide range of benefits, which enhance competitiveness and performance while adding value to organizations of all sizes:

- Improved engagement and efficiencies
- Improved risk management
- Sustainable relationships
- Stronger processes
- Enhanced skills
- Commercial Growth
Why Organizations Need ISO 44001

- Most CEOs interviewed by the major consultancies, accountants, and management magazines say collaboration, improved partnering, and strategic alliances are critical to their business.

- Adoption of ISO 44001 makes a public statement to Wall Street (and other stock markets) and to employees that collaboration performance is a board issue.

- ISO 44001 ensures that leadership addresses how collaboration impacts strategy (objectives, knowledge and capability).

- ISO 44001 provides the organization with a process to oversee the collaboration process (criteria for selecting partners, establishing governance, and measuring value creation).

- ISO 44001 allows all specialists (alliance managers, project managers, contract, and commercial managers etc.) to link their specialist skills to collaboration objectives.

- Adopting collaboration best practice can augmented by ISO certification as a driver of change.

- ISO certification can often improve company image with customers and suppliers.
ISO 44001 for the Alliance Management Team

- Alliance managers professionally certified by ASAP can lose executive sponsorship and support (if they ever had it) but ISO 44001 provides a framework for engaging the board.

- Maintaining strategic alignment is a continual challenge for most alliances in a changing and challenging world – board level business objectives and strategy is built into ISO 44001.

- ISO 44001 encourages a corporate commitment to the careers and skills of alliance specialists defining /requiring competency development for certification

- *The ASAP Handbook of Alliance Management* offers a mapped process for the alliance managers to drive a defined alliance process that complies with ISO 44001
ISO 44001 Benefits for ASAP

- Adopter companies will be open to value ASAP best practices, handbook, and certification
- ASAP membership, training, and certification more likely to be part of the collaboration budget
- ISO 44001 support fits well within ASAP’s content strategy
- More exposure for ASAP in the C-suite
- Provides an opportunity for ASAP to expand reach to other professions which are part of the alliance team (project managers – IACCM, and others)
- Opportunity for ASAP to lead the adoption and continued development of industry versions of ISO 44001 (such as tech, biopharma, financial services, non-profit) through ANSI
- ISO 44001 is a global standard and could help develop ASAP presence and recognition EX US