

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

Strategic	Awareness	Establish executive responsible and org policy	Identify business objectives and value proposition	Identify and prioritize relationships	Establish resources, competencies and behaviors	Undertake initial risk assessment	Relationship Management Plan
	Knowledge	Develop specific business strategy	Establish knowledge management process	Establish objective, strategy, biz case, identify potential partner	Establish initial exit strategy	Incorporate relationship mgmt. with risk mgmt. process	
	Internal assessment	Undertake self assessment	Establish collaborative profile	Establish collaborative leadership	Establish partner selection criteria	Establish and implement action plan	
Engagement	Partner selection	Nominate potential partners	Evaluate potential partners	Establish partner selection plans	Create joint objectives and negotiation strategy	Select partner	
	Working together	Establish governance, joint objectives and leadership	Establish organizational structure, roles, responsibilities & processes	Establish performance measurement	Establish joint risk mgmt. and exit strategy	Establish contract arrangements	
	Value creation	Establish value creation program	Define value drivers	Establish improvement team	Establish learning from experience	Implement innovation process	
Management	Staying together	Ongoing mgmt., monitor & measure	Continual innovation	Maintain behaviors and trust	Manage delivery and performance	Manage issue resolution and monitor joint exit strategy	
	Exit Strategy	Develop and maintain joint exit strategy	Establish boundaries for the relationship	Monitor and evaluate changes	Manage business continuity and transition	Evaluate future opportunities	

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 A | S | A | P[®] 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 be 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