Successful Partnerships?

Research indicates that 60-70% of partnerships fail when best practices are not utilized.

ASAP is leading the US representation in developing an International Standard for Collaborative Business Relationships.

The ISO 44001 standard for collaboration takes the collective best practice input from around the world and raises the visibility of business collaboration and awareness by showing that there is a process model and a set of skills for collaborating effectively.

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

For More Information about ISO 44001 Collaborative Business Relationship Management visit www.strategic-alliances.org or contact Mike Leonetti at MLeonetti@strategic-alliances.org.