



Alliances, Partnership, and Collaboration Professional Development Power Pack

A special compilation of four articles featured in the Association of Strategic Alliance Professional's *Strategic Alliance Magazine*, recordings of two ASAP Netcast Webinars, a skills matrix that outlines the anticipated future direction of certification, standards, and industry-specific areas of expertise alliance professionals will need, and a special discount code to purchase Ezra Schneier's recent work *Structured Strategic Partnership Handbook*.

Below is an overview of the package items including a short abstract of each.

Strategic Alliance Magazine

Your Career: Ideal Candidates, Ideal Jobs | Q2, 2014

HR Matchmaking: A Data-Driven Approach to Hiring Alliance Professionals

By Genevieve Fraser

Are you preparing to add a new alliance manager to your team, or searching for the perfect alliance management job? Watershed leverages the power of data-driven assessments for hiring and coaching to help ideal candidates and ideal jobs find each other.

Optimize Your Channel Through Trust-Based Relationships | Q3, 2015

By Dede Haas, CA-AM, founder and president of DLH Services (www.dlhservices.com)

Many channel sales partners are unhappy with their vendors. Today, if a channel partner is not treated as a legitimate business partner, the partnership will not work.

Upping Your Communications Game | Q4, 2015

By Cynthia B. Hanson

Experts offer a range of tips and ideas on how to sharpen communications skills that are critical to alliance managers, especially in a time of "partnering everywhere."

Your Career: How ASAP Certification Connects the Dots for Powerful 'Aha' Moments in Alliance Management | Q1 Spring, 2016

By Cynthia B. Hanson

Obtaining CA-AM and CSAP certification broadens alliance networks and capabilities by providing greater credibility, contacts, building tools, and more.

Webinar Options

Deal to Alliance: How to Design for Success

Featuring: Ben Gomes-Casseres, CSAP | Professor, Author, Consultant | Brandeis University, Alliance Strategy Consulting

What are the causes of alliance failure, beyond failure of the product itself? Half fail because of mismanagement over the life of the alliance, and half fail because of strategic mistakes made in setting up the alliance in the first place. According to Ben Gomes-Casseres, that is what research and experience from multiple sources suggest.

The Solution. The way out of this dysfunctional practice is to do two things:

- Design deals so that they can be managed flexibly and purposefully over their lives; and
- Manage relationships with a keen eye to strategic goals that are continually adjusted.

If we achieve these two things, we'll have a more effective “deal to alliance” process that produces robust commercial relationships.

How to create this new process varies among companies. But the solution always involves professional education and organizational development. This webinar will help you understand the deal-to-alliance problem and its solution.

Improving Partnering Outcomes What's an Alliance Professional to Do?

Presented by The Rhythm of Business

Featuring: Jan Twombly, CSAP | Principal | The Rhythm of Business
Jeff Shuman, CSAP, PhD | Principal | The Rhythm of Business

Take the opportunity to think anew about an essential question: What can alliance professionals do in order to realize a step-function improvement in partnering outcomes? The mantra of the day seems to be, “Be more strategic.” What does that mean in an environment of over-stretched resources and greater numbers and types of partnering arrangements?

Drawing on numerous examples and calling upon tools you likely already have in your tool box, our presenters demonstrate how to approach alliance management activities more strategically – and thus more connected to the outcomes that matter – without a big commitment of new resources.

Other Key Content & Special Offers

ASAP Alliance Competencies Matrix

An overview of emerging areas of importance for alliance professional's outlines requirements and resources that are both required and available today, in this section we provide forward-looking statements addressing the future direction of certification, standards, and industry-specific areas of expertise that we anticipate alliance professionals will need in the future.

10% off *Structured Strategic Partnership Handbook*

By Ezra Schneier

Strategic Partnerships add value to organizations by helping to increase revenue, gain a competitive advantage and achieve success. Adding structure allows partnerships and alliances to thrive. This handbook looks at practical ways to introduce structure to partnerships in three key phases: Choosing Partners, Rolling Out Partnerships and Managing Strategic Partnerships. Business Development and Partnership Managers will find helpful ideas in this book. Also, sales professionals, product managers, corporate development specialists and others considering or involved with partnerships and alliances will find valuable insights.

Note: Receive a 10% discount on the listed price at check-out.