Alliance Competencies & Skills

Context Competencies

These skills are the foundation that enable alliance professionals to perform their duties effectively but are not exclusive or unique to alliance management. These skills are important to perform the work but do not in themselves ensure that the alliance management group is fulfilling its strategic mission for the company.

- Communications skills
- Conflict resolution
- Financial management
- Corporate relationship management
- Change management
- Critical thinking
- Process management
- Global thinking
- Team management
- Influencing others/influencing without authority/coaching leaders
- Time management
- Contract negotiation
- Understanding of legal aspects of alliance work
- Interpersonal skills
- Problem resolution
- Project management
- Cross-functional team management
- Leadership
- Doing business with other cultures

Core Competencies

These functionally critical skills are key to the success of the alliance professional in defining and driving an alliance. They represent the areas that are specifically tested by the ASAP exams for Certification of Achievement – Alliance Management (CA-AM) and Certified Strategic Alliance Professional (CSAP):

I. Alliance Capabilities:
- Governance Structure
- Conflict Resolution

II. Specific Skills Development and Mastery:
- Strategic Alignment Development and Design Partner
- Alliance Partner
- Alliance Operations Model
- Managing Organizational Alignment
- Alliance Across a Value Network
- Planning, Implementing, and Monitoring
- Cultural Considerations
- Cooperation Among Competitors

III. Corporate Capability for Collaboration:
- Fostering Collaborative Culture
- Collaborative Network and Ecosystem Management

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These skills pertain to the unique demands that business models and industry differences place on alliances. It is believed that such differences will require alliance professionals to adopt and master different practices as a result.

I. Business Knowledge:
- Business/financial analysis skills
- Business models of different types of partners

II. Industry Knowledge:
- Partners industry knowledge
- Company industry knowledge
- Sales processes
- Professional services delivery processes
- Business strategy and strategic marketing
- Business sector knowledge and trends
- Industry/market value chains
- Marketing processes
- Technology-specific knowledge

These knowledge elements, which are very specific to the company and its strategy, enable the alliance professional to understand the role and the mission of the strategic alliance group and the role and mission of the particular alliance to be managed. They include:

- Company general market priorities and overview
- Company organizational and functional structure
- Company-specific market and partnering strategy
- Strategic alliances at the company
- Non-strategic company alliances
- Company partnering culture
- Company governance
- Company technology initiatives
- Strategic partners and their relative positioning

Get Certified

We invite you to learn more about our certification programs. Membership in ASAP is required to obtain certification. If you are not currently a member, please contact ASAP’s Director of Membership Services, Lori Gold at 781-562-1630 ext 203 or lgold@strategic-alliances.org to join ASAP and take advantage of the many benefits ASAP offers, including certification and other professional development opportunities.