

# Collaborative Leadership

Creating and maintaining successful business-to-business collaborations

A 4.5 day Master's level course for business leaders, delivered by experts from WVG (University of Warwick) and the Institute for Collaborative Working (ICW).



## Why enrol?

As strategic partnerships, global sourcing and alliances have become established tools in business operations, there is an increased emphasis on managing effective relationships both internally and externally.

Collaborative working requires leadership that can take management beyond localised internal goals and direct the outcomes towards mutual return on investment within a culture of trust and cooperation. Developing the leadership skills required to maximise the potential from these resource networks and virtual organisations means working in a much wider perspective to encourage joint participation.

At the core of this course is the world's first relationship management standard, BS 11000, for creating and maintaining successful business-to-business collaborations, published by the British Standards Institution and based on the CRAFT methodology. It establishes a foundation on which collaborative leadership can be developed and for leaders to go on to create the right environment for collaboration. It sets out a framework that enables an organisation of any size and sector to apply good practice principles to its own ways of working.

Delivered over 4.5 days, this course provides a structure for dealing with these issues and for the development of collaborative leadership to meet the strategic challenges of tomorrow.



## Successful delegates will gain:

- Improved understanding of collaboration impacts
- Improved multi-cultural understanding
- Enhanced leadership skills
- Greater internal cross-functional understanding
- Enhanced skills in generating value propositions
- Improved partner selection processes
- Better business strategic thinking
- Enhanced ability to recognise opportunities for resource and cost optimisation
- A foundation for improved programme integration

## Course Structure



4.5 days of Master's level content providing practical insights that can be implemented into the business immediately for maximum effect.

### Day 1:

- Foundations for effective collaboration
- Collaborative strategy
- Board-level engagement
- Personal leadership challenges

### Day 2:

- Internal and external constraints
- Presenting business plans
- Partner engagement
- Negotiation strategy

### Day 3:

- Governance and management structures
- Establishing partner roles and responsibilities
- Contracting models and alliance agreements
- Collaboration for contracts

### Day 4:

- Managing change and building value
- Managing collaborative delivery
- Monitoring and measuring collaborative programmes
- Issue resolution processes

### Day 5:

- Case study exercises

## For more information

[W go.warwick.ac.uk/wmgptmasters/pgmodules](http://go.warwick.ac.uk/wmgptmasters/pgmodules)

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## Delivery and Assessment

This course will be delivered over 4.5 days at the University of Warwick.

At the beginning of the course participants will be assigned to work as a team in the development of a company collaborative strategy. Each team will be encouraged to seek out collaborative partnerships with the other teams. Sessions will include break out activities to consolidate your learning by applying them to your group project.

The course is assessed through a company-based assignment, due six weeks after completion of the course. This enables you to apply your learning directly back into the workplace and embed your knowledge in a real world manner applicable to both you and your employer.

## The WMG Experience

Participants on all of our Professional and Executive Programmes are able to immerse themselves fully in the programme and take advantage of the networking opportunities available as they spend the week on the University of Warwick campus. Accommodation and meals are provided in one of the University's award winning conference centres.

Our programmes also provide access to the high quality learning and recreation facilities at the University of Warwick, consistently voted in the Top 10 in UK university league tables.

Over the past 30 years, more than 500 companies have seen the benefit of enrolling staff on our Professional and Executive Programmes, and we are proud of the fact that our alumni continuously recommend WMG to their own colleagues and employees.

## Fees

The residential cost per participant is £2,100 (10% discount available for ICW members). A non-residential option is available on request.

“The Institute for Collaborative Working is delighted to be working in association with the University of Warwick on this specific MSc module in Collaborative Leadership. With the growing focus on collaborative working, in both the public and private sector, developing the fundamental skills is crucial for future success of UK plc.”

**David E Hawkins**  
ICW Knowledge Architect