

# Strategic Collaboration: Realising the Benefits

## Course Description

Collaborative working is not a goal in itself but a means of delivering increased performance and value to the parties involved. The adoption of strategic collaborations can support of a wide variety of business objectives. This two day course is aimed at providing a basis to assess the potential benefits based on numerous case studies and then realisations of these throughout the life cycle of a relationship.

Whilst there is general recognition that collaborative working is a potential contributor to business success and the concept of collaboration is not new it is becoming a commonly used term. At the same time there remains a traditional perspective that market forces drive the most measurable results which in term frequently leads to organisations being reluctant to invest in developing the processes and skills to exploit a robust collaborative approach.

This course is aimed at dispelling the myths that exist around the concepts of collaborative working, providing a structured approach to identifying and realising the benefits based on first hand examples and case studies. Built around the principles of BS 11000 and drawing on the experience of those forward looking organisations that have embraced the standard.

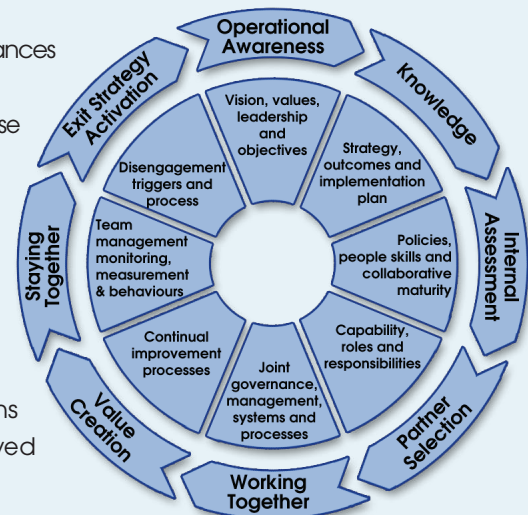
The growth in collaborative ventures, extended enterprises, outsourcing, alliances and Mergers and acquisitions highlights the need to put relationship management as a core business strategy. However the many failures of these ventures reflect a lack of consideration as to the causes and impacts of these failures which include:

- Lack of executive sponsorship
- Ill-defined objectives and value propositions
- Lack of policies and processes to support collaboration

On the other side of the coin well-structured collaborative operations have been shown to delivery results which could not be achieved through traditional business models.

## Benefits to your Business

After this course delegates will have a deep understanding of the proven benefits of collaborative working and the value of implementing a structured and robust approach, including the use of tools and techniques for identifying and managing risks and benefits. Supported by a variety of case studies. Enabling a more rigorous approach to assessing the potential value of and return on investment (ROI) for implementing a structured framework. Course delegates shall be given the opportunity and encouraged to apply the learning into their own business scenarios and work with others to build on experiences.



This approach will create the right environment and best chance of meeting the business vision and objectives, and the alignment of the joint enterprise resources to its business objectives. Effective collaborative management will significantly reduce cost and waste, enable the expected benefits to be realised to their fullest potential, and support the development of innovative bid solutions and industrial strategies.

## Who Should Attend

The course is ideal for those who are or intending to be:

- Strategic Executive Leaders including CFOs
- Business development leaders
- Key account managers
- Supply chain executives and managers
- Bid Managers
- Change managers
- Investment managers

## Course Structure

Each element of the course will highlight the opportunities, risks and benefits that may be derived from collaborative working. At the same time allow better targeting of investment and resources for maximum benefit.

- Introduction to Collaborative working including an overview of ISO 44001 framework and the definition of value.
- The benefits of a structured approach to focusing strategic collaboration to align with business goals
- Developing robust business cases to ensure the appropriate application of collaboration
- Assessing internal constraints to ensure readiness to work with third parties
- Establish the right approach to selecting partners
- Creating the joint governance to focus on joint outcomes
- Harnessing innovation
- Managing joint programmes across organisational boundaries
- Understanding the value of controlled disengagement

## Course Delivery

The course will be delivered at the University of Warwick Conference Centre. Flexibility exists to deliver the course on an 'in-house' basis subject to a minimum number of participants. Course delivery will be by an experienced ICW Associate Director, and will include practical exercises to reinforce learning along with an interactive style of delivery.

## Further Information

**Fee:** £1500 per delegate

**Location:** Warwick University.

**Facilitators:** Associate Director

**For further details please email [training@icw.uk.com](mailto:training@icw.uk.com) or call +44(0)203 051 1077.**



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