



ISO 44001 Collaborative Business Relationship Management Training: Alliances and Joint Ventures

15 – 19 March 2027

Amsterdam - Zuidas business district hotel



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Introduction:

ISO 44001 collaborative business relationship management training for alliances and joint ventures is a 5-day course for procurement, commercial and project leaders who run multi-party delivery relationships, ending with a Collaborative Relationship Management Plan. Alliances, consortia and partnering contracts often lose value when partners are chosen on price alone, governance is improvised and nobody plans the exit until a dispute forces it. Nominees already manage long-term contracts or partner interfaces and apply the eight-stage lifecycle through case studies drawn from several sectors. CoreConcept Training Center delivers this ISO 44001 collaborative working course.

Course Objectives:

- Apply the ISO 44001 eight-stage lifecycle to an alliance, consortium, joint venture or framework agreement the unit manages
- Assess internal collaborative capability and readiness gaps before entering a multi-party relationship
- Select partners on collaborative behaviours, capability and fit alongside commercial criteria
- Establish joint governance, alliance teams, pain and gain share and joint risk registers for partnering contracts
- Maintain relationship health and joint value creation across the life of the relationship
- Prepare exit strategies and disengagement routes that protect every party when the relationship ends

Target Audience:

- Procurement managers responsible for framework agreements and long-term partnering contracts
 - Commercial managers responsible for alliance, consortium and joint venture agreements
 - Project and programme managers responsible for delivery through multi-party teams on capital programmes
 - Relationship managers responsible for joint governance with key delivery partners
 - Contract managers responsible for pain and gain share and performance mechanisms
 - Business development managers responsible for forming bid consortia and teaming arrangements
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Course Outline:

Day 1: Collaborative Relationship Landscape and Operational Awareness

- Collaborative Relationship Types From Joint Ventures to Framework Agreements
- ISO 44001 Four Application Levels Across the Organisation
- Contractual Joint Venture, Equity Joint Venture and Consortium Forms
- Operational Awareness Stage and Senior Executive Sponsorship Duties
- Collaborative Business Case for Multi-Party Delivery Relationships

Day 2: ISO 44001 Framework and the Eight-Stage Lifecycle

- ISO 44001 High Level Structure From Context to Improvement
- Eight-Stage Lifecycle Map From Awareness to Exit Strategy
- Knowledge Stage Relationship Strategy and Value Driver Analysis
- Internal Assessment of Collaborative Capability and Readiness Gaps
- Collaborative Policy and Relationship Management Plan Architecture

Day 3: Partner Selection, Joint Governance and Working Together

- Partner Selection Stage Evaluation of Collaborative Behaviours
- Joint Governance With Alliance Leadership and Management Teams
- Alliance Contracting Model Built Around Target Outturn Cost
- Pain and Gain Share Mechanism Design for Partnering Contracts
- Joint Risk Register and Shared Issue Resolution Protocol

Day 4: Value Creation, Staying Together and Problem Relationships

- Value Creation Stage Joint Improvement and Innovation Register
- Staying Together Stage Relationship Health Reviews and Behaviours
- No-Blame Clauses and Unanimous Decision Rules in Alliances
- Joint Venture Deadlock, Reserved Matters and Share Transfer Provisions
- Exit Strategy Activation and Disengagement Planning for Consortia

Day 5: Case Study Work and the Collaborative Relationship Management Plan

- Capital Programme Alliance Case Lifecycle Stage Diagnosis
 - Infrastructure Consortium Case Joint Governance and Risk Review
 - Framework Agreement Case Value Creation and Health Review
 - Joint Venture Case Exit Triggers and Disengagement Route
 - Collaborative Relationship Management Plan Completion and Panel Defence
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Skills You Will Gain:

- Collaborative Capability Assessment
- Partner Behaviour Evaluation
- Joint Governance Design
- Alliance Commercial Modelling
- Joint Risk Management
- Relationship Health Review
- Joint Venture Deadlock Resolution
- Disengagement Planning

Why Attend This Course:

- Deliver a Collaborative Relationship Management Plan to the senior executive responsible for the relationship and the joint steering board for approval
- Decide which lifecycle stage a relationship has reached, which partner to select and which governance and commercial model to adopt
- Avoid disputes, deadlock and costly unplanned exits caused by improvised governance and unclear partner roles
- Coach procurement, project and commercial colleagues with the lifecycle map, capability assessment and health review templates

Conclusion:

Back at work, the participant presents the Collaborative Relationship Management Plan to the senior executive responsible and the joint steering board of the alliance, consortium or joint venture. Leadership uses it to approve the partner selection rationale, the joint governance structure, the commercial model and the exit triggers before contracts are signed or renewed. After the first joint relationship review under the plan, the organisation should compare relationship health scores, open joint risks and delivered value against the plan and revise the stages that fell short.

Frequently Asked Questions FAQ:

What should participants know before ISO 44001 collaborative business relationship management training?

Participants should already manage or support a long-term contract, alliance, consortium or joint venture and be able to read a partnering agreement. An anonymised relationship structure or governance chart helps during the case study day.

How does ISO 44001 collaborative business relationship management training differ from a supplier relationship management course?

A supplier relationship management course manages a supply base from the buyer side. This course builds a two-way collaborative management system across several partners using the eight-stage lifecycle, covering joint governance, alliance commercial models, joint venture provisions and planned disengagement.

Why does ISO 44001 collaborative business relationship management plan the exit strategy from the start?

Planning the exit early protects every party. Agreeing triggers, handover of assets and knowledge and continuity duties before work begins lets partners disengage without disputes when aims are met, the term ends or circumstances change.

What do participants take back from ISO 44001 collaborative business relationship management training?

Participants take back a Collaborative Relationship Management Plan for a case relationship, covering lifecycle stage, partner selection criteria, joint governance, commercial model, joint risk register, health reviews and exit triggers, ready for the senior executive responsible to review.