

Global Standard for Collaborative Business Relationship Management ISO 44001

In March 2017, the International Standards Organization (ISO-Geneva) issued Standard 44001 to enable organizations to improve collaborative business relationships – both within and between organizations. The standard includes a framework used to deploy best practices for creating a system of collaboration that will strengthen inter-organizational value creation, internal teamwork, and trust-building.

Foundation of Collaborative Excellence

The Standards were developed by practitioners around the world to produce a high impact system:

- **Best Operating Outcomes** to improve productivity & performance by creating strategic, cultural, and operational alignments;
- **Common Language & Framework** for evaluation of the operating practices of an organization, network, alliance or value chain; and
- **System of Metrics & Standards** to define operating excellence regardless of national laws, language or industry sector.

25 % Increases in Competitive Advantage

Collaborative professionals realized that best practices *doubled* or even *tripled* the chances of operating success. Operational performance and competitive advantage displayed improvement in the range of 25% or more -- as measured by speed, effective use of resources, lower employee turnover, and achievement of on-time-on-budget delivery.¹

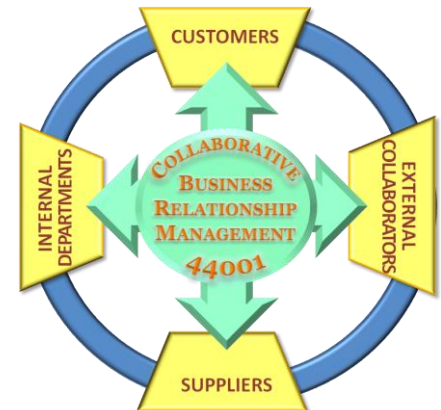
Organizations that will be affected	ISO 44001 Standard Applies to
<ul style="list-style-type: none"> • Businesses (small/medium/large) • Governments (all jurisdictions) • Non-Government & Non-Profits • Educational Institutions • Supply/Value Chains & Franchises 	<ul style="list-style-type: none"> • Internal & Cross-Functional Teams • Project Management • Complex Integrations • Business Collaborations • Multiple Partner Relationships

Proven Standards and Practices

Across the globe, senior executives have expressed a deep desire to form more collaborative relationships internally and with customers, to establish better alliances, and improve the competitive value of supply chains and networks. 44001 provides a solid framework for successful collaborative excellence.

Benefits of Adopting ISO 44001	Risks of Not Adopting ISO 44001
<p>Business & technology are highly dependent on cooperation. 44001 provides a tried-and-true foundation for building collaborative business relationships including internal resiliency and nimble value chains.</p> <p>Organizations with foresight can attract and link up with the best alliance partners, and attract/retain the best employees, thus creating the most powerful creation and flow of value.</p>	<p><u>Business</u>: In today's fast-moving networked business world, early adopters will join forces, rapidly capturing market share and realizing superior profits. 2nd and 3rd rate competitors will pick among leftover unprepared late-adopters.</p> <p><u>Not-For-Profits</u>: Donors and community foundations will require 44001 Certification before releasing funds.</p>

Realm of ISO 44001 Standards



The [International Collaborative Leadership Institute](http://www.ICLIInstitute.org) offers learning & development programs giving your leadership team capabilities to gain competitive advantage and ISO 44001 Certification.

Contact us for more information on getting started with ISO 44001
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¹ These results have been documented by Robert Porter Lynch, founder of [International Collaborative Leadership Institute](http://www.ICLIInstitute.org) along with several other studies by the Association of Strategic Alliance Professionals.