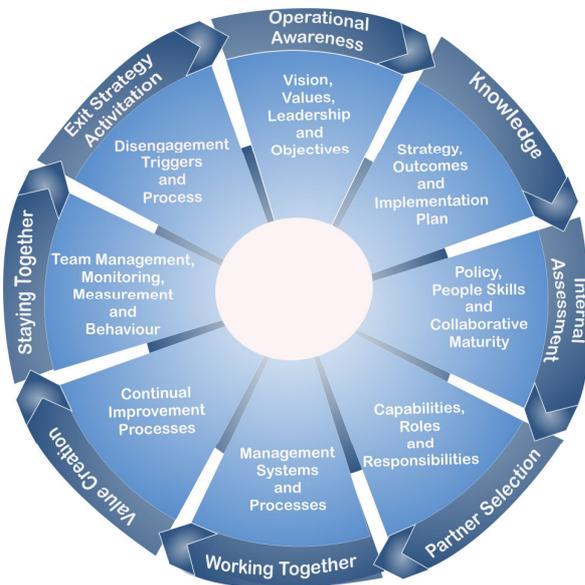


# Developing Collaborative Business Relationships

## ISO 44001 Programme



ISO 44001 is the first international standard to address collaborative business relationships. The aim of the standard is to provide a framework to ensure collaborative relationships are effective and optimised. Collaborative relationships in the context of ISO 44001 can be multi-dimensional; they can be individual one-to-one relationships but more frequently may involve multiple parties including alliance partners, suppliers, various internal divisions and often customers, working together.

This programme has been specifically developed as an introduction to collaborative working and the standard. It highlights the impacts of behaviours and the benefits of working together. It can be customised for 'In house' delivery to integrate awareness within broader collaboration initiatives.

Collaborative approaches have been shown to deliver a wide range of benefits which enhance competitiveness and performance (for example, better cost management, resource utilisation, risk management and delivering incremental business value and innovation).

### Aims of the Programme

To ensure that delegates gain an understanding of collaborative business relationships and are aware of the potential benefits:

- ▶ Understand why relationships and behaviours are important to successful collaborative working.
- ▶ Appreciate the critical role of leadership.
- ▶ Understand the ISO 44001 framework and methodology.
- ▶ Identify the importance of mutual trust and respect in collaborative business relationships.
- ▶ Understand the benefits of collaborative working.

You will understand the key elements of the standard and their implications for your business. You will be able to identify steps to improve business relationships and start to build awareness within your business of ISO 44001 and its benefits.

### Overview of the Programme

This programme has been designed to help businesses embrace collaborative working as a fundamental business tool and highly effective method of maximising resources. The workshop is aimed at senior executives, managers and those who need to collaborate with other to deliver business results.

- ▶ Introduction to the concept of collaborative working.
- ▶ Understand the scope and principles of the ISO 44001 standard.
- ▶ Understanding the ISO 44001 eight stage model.
- ▶ Understand the increased focus on the competences and behaviours necessary to successfully interact in a collaborative context.
- ▶ The importance of continuous improvement and value creation.
- ▶ Some tips on making it work for you.
- ▶ Next steps.

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### To Find Out More

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