



The Global Standard for
Collaborative Excellence
ISO 44001

A Global Standard for Collaborative Relationship Management

In March, 2017, the International Standards Organization (ISO) formalized and issued Standard 44001 to enable organizations to improve collaboration – both *within* and *between* organizations. *Collaborative Relationship Management* is more than just a standard: it’s a *framework* used to deploy *best practices* for collaboration, alignment, alliance development, teamwork, and trust-building.

Expected Results

ISO 44001 was developed by practitioners from around the world to produce:



- *Best Operating Outcomes* to improve productivity & performance by creating strategic, cultural, and operational alignment;
- *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 culture, national laws, language or industry sector.

Proven Standards & Practices

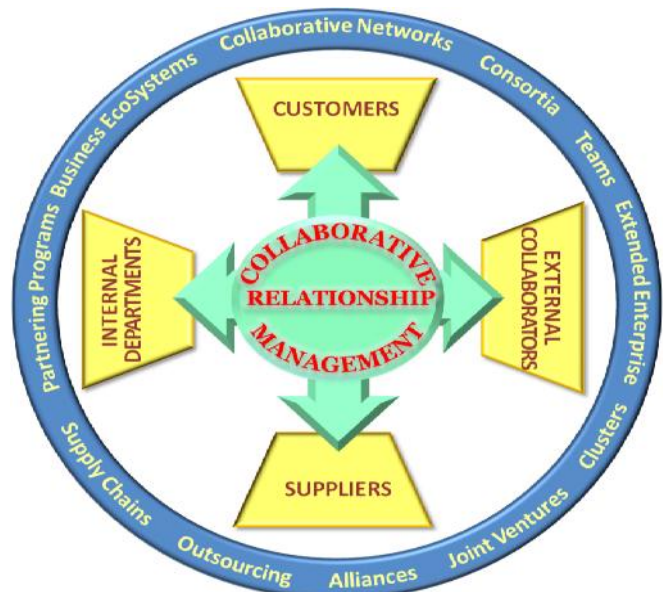
Collaborative Business Practices have been used for centuries. In the 18th and 19th centuries shipping ventures, railroad expansions, and mining exploration all used joint ventures extensively. During the early 20th century, collaborations were prominent in a wide range of industries, including electronics, chemicals, insurance, pharmaceuticals, aerospace, and transportation to innovate, manage risk, and expand distribution.

The formalization of collaborative business practices began in the mid-1980s when Robert Porter Lynch, co-founder of the [Collaborative Leadership Institute](#), began searching for and categorizing best practices. This effort resulted in the several books documenting the strategic architecture and best practices of collaboration. Mr. Lynch’s writings inspired the development and evolution of best practice workbooks during the 1990s, followed by scores of books and articles being published by a wide range of authors.

Mr. Lynch’s efforts then led to the creation of the Association of Strategic Alliance Professionals (ASAP) in 1998. ASAP’s purpose was to bring together professionals globally across industries for the purpose of sharing compare, and developing best practices and tools for achieving optimum results.

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

Keim of ISO Collaborative Standards



Global Proliferation

As these practices proliferated around the world, collaborative professionals quickly realized best practices improved operating success by as much as threefold. Operational performance and competitive advantage, as measured by speed, effective use of resources, lower employee turnover, and achievement of on-time-on-budget delivery displayed improvements in the range of 25% or more.

Further testing and refinement of the system design architecture and practices that underpin the standards continues to yield positive results. Sharing new ideas across the network of collaborative professionals has led to the emergence of “bext” (“best + next”) practices – evolutions of new thinking as more and more practitioners share improvements and experiences. We expect this to continue year after year as each generation of users builds on the foundational standards.

Why is it so important?

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.

Until the issuance of the ISO 44001 standards, there was no common language or framework, no shared best practices, nor a tested methodology to join in common initiatives. The ISO 44001 provides coordinative practices and procedures for getting more done with less.

A New Era of Collaborative Commerce?

The ISO Standards of Collaborative Excellence represent the first time in the long history of commerce that companies can verify the quality of their suppliers, customers, and alliance partners.

Future employees will have a standard of excellence to assess their fit in an organization.

Ultimately, this may be the beginning of a sea-change in the way organizations -- from business to government-- are led and managed.

Benefits of Adopting ISO 44001	Risks of Not Adopting ISO 44001
<p>Today business and technology is highly dependent on collaborative relationships.</p> <p>For organizations with limited resources, external relationships may be the best strategy is to build a nimble and resilient value chain.</p> <p>Organizations with foresight can attract and link up with the best alliance partners, and attract 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 environment, late adopters risk being unprepared to compete. Competitors will rapidly take market share and realizing superior profits, leaving 2nd and 3rd rate partners as leftovers for late adopters.</p> <p><u>Not-For-Profits</u>: Donors and community foundations will soon be requiring a 44001 Certification of Collaborative Excellence before releasing funds.</p> <p><u>Educational Institutions</u>: Career bound students will be highly selective in choosing learning programs that provide collaborative leadership training to ensure they are “Future Ready” for employment</p>



“We know from years of experience that the best practices underpinning these standards triple the chance of a successful collaboration, thus reducing risks dramatically.” ---- Robert Porter Lynch

Contact us for more information on getting started with ISO 44001 Collaborative Business Relationship Practices
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