ISO 44001 Collaborative Business Relationship Management Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #ISO2126_278702

Course Introduction / Overview:

In today's interconnected global economy, the ability to form, manage, and sustain effective collaborative business relationships is no longer a competitive advantage but a fundamental necessity. This course provides a comprehensive framework for achieving this through the international standard, ISO 44001. This standard offers a structured approach to managing business relationships to generate mutual benefits, innovate, and mitigate risks. As detailed by experts like David Hawkins in his work "Collaborative Business Relationships: The Essential Guide to the International Standard ISO 44001," a systematic approach is crucial for success. This intensive training program, offered by BIG BEN Training Center, is designed to move beyond theoretical understanding. It equips participants with the practical skills to implement and manage a Collaborative Business Relationship Management System (CBRMS) aligned with ISO 44001 principles. We will explore the entire eight-stage relationship lifecycle, from strategic awareness to exit strategies, ensuring you can build robust, value-driven partnerships. Participants will learn to establish effective governance, develop detailed Relationship Management Plans (RMPs), and foster a culture of collaboration that drives tangible business outcomes and sustainable growth in any organizational context. This course is your definitive guide to transforming partnerships into strategic assets.

Target Audience / This training course is suitable for:

- Relationship Managers and Alliance Managers.
- Procurement and Supply Chain Professionals.
- Business Development and Sales Executives.
- Contract and Commercial Managers.
- Project and Program Managers.
- Senior Leaders and Department Heads.
- Quality and Compliance Officers.
- Internal and External Auditors.
- Anyone involved in managing key business partnerships.

Target Sectors and Industries:

- Construction and Engineering.
- Aerospace and Defense.
- Information Technology and Telecommunications.
- Pharmaceuticals and Healthcare.
- Energy and Utilities.
- Manufacturing and Automotive.
- Financial Services and Consulting.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Procurement and Sourcing.
- Supply Chain and Logistics.
- Strategic Planning and Business Development.
- Project Management Office (PMO).
- Legal and Contract Management.
- Sales and Marketing.
- Operations Management.
- Quality Assurance and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic framework for collaborative business relationships based on ISO 44001.
- Master the eight-stage lifecycle model for effective partnership management.
- Implement robust governance structures and define clear roles and responsibilities.
- Create and manage a comprehensive Relationship Management Plan (RMP).
- Identify, assess, and mitigate risks associated with collaborative ventures.
- Establish joint objectives and measure the value created through partnerships.
- Foster a culture of trust, communication, and continuous improvement in collaborations.
- Conduct internal audits of a Collaborative Business Relationship Management System.
- Prepare an organization for a successful ISO 44001 certification audit.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants can apply the principles of ISO 44001 directly to their work environments. We move beyond traditional lectures to create a dynamic learning experience. The course is built upon a foundation of real-world case studies, analyzing both successful and failed business collaborations to extract critical lessons. Participants will engage in hands-on workshops and group exercises, such as developing a draft Relationship Management Plan (RMP) for a hypothetical scenario or mapping stakeholder interests. Interactive sessions, facilitated discussions, and role-playing activities will be used to explore complex topics like negotiation, conflict resolution, and establishing joint governance. Our expert instructors foster a collaborative learning environment where participants can share their own professional experiences and challenges. Continuous feedback is provided throughout the course, both from the instructor and peers, to reinforce learning and build confidence. This blended approach ensures that attendees not only understand the requirements of the ISO 44001 standard but also gain the practical skills and strategic insight needed to implement it effectively within their organizations.

Course Agenda (Course Units):

Unit One Foundations of Collaborative Business Relationships and ISO 44001

- Introduction to collaborative working principles.
- The business case for structured relationship management.
- History and evolution of ISO 44001.
- Overview of the standard's structure and key clauses (High-Level Structure).
- Defining the scope of a Collaborative Business Relationship Management System (CBRMS).
- Understanding key terminology and definitions within the standard.
- The role of leadership and commitment in fostering collaboration.

Unit Two The Eight-Stage Relationship Lifecycle Model

- Stage 1: Operational Awareness.
- Stage 2: Knowledge.
- Stage 3: Internal Assessment.
- Stage 4: Partner Selection.
- Stage 5: Working Together.
- Stage 6: Value Creation.
- Stage 7: Staying Together.
- Stage 8: Exit Strategy.

Unit Three Establishing the Governance and Management Framework

- Developing a collaborative relationship policy.
- Defining roles, responsibilities, and authorities (The SER Model).
- Establishing the Senior Executive Responsible (SER) role.
- Creating the core document: The Relationship Management Plan (RMP).
- Competence, training, and awareness requirements for collaborative teams.
- Communication strategies for internal and external stakeholders.
- Documented information requirements for the CBRMS.

Unit Four Managing Operations and Performance in Collaboration

- Operational planning and control for joint activities.
- Establishing joint objectives and value creation metrics.
- Managing information sharing and intellectual property.
- Joint risk and opportunity management processes.
- Resource management in collaborative environments.
- Monitoring, measurement, analysis, and evaluation of partnership performance.
- Developing and tracking collaborative Key Performance Indicators (KPIs).

Unit Five Continual Improvement, Auditing, and Certification

- The role of internal audits in a CBRMS.
- Conducting management reviews of the collaborative framework.
- Managing nonconformities and implementing corrective actions.
- Strategies for continual improvement of collaborative performance.
- The process for achieving ISO 44001 certification.
- Preparing for the external certification audit.
- Sustaining the CBRMS and maintaining certification post-audit.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

What unique qualities does this course offer compared to other courses?

Beyond formal agreements and shared KPIs, what intangible cultural elements are most critical for the long-term success of a strategic business collaboration?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the practical implementation of ISO 44001, rather than merely reciting the clauses of the standard. While other programs may provide a theoretical overview, our curriculum is built around the "how-to" of building and sustaining value-driven partnerships. We delve into the human and organizational dynamics that are critical for success, exploring the nuances of trust-building, communication, and conflict resolution within a structured framework. The course heavily utilizes a case-study methodology, dissecting real-world business collaborations to provide participants with actionable insights and strategies they can apply immediately. A key differentiator is our emphasis on the entire eight-stage relationship lifecycle, ensuring participants are equipped to manage a partnership from initial conception through to a planned exit, a phase often overlooked in other training. At BIG BEN Training Center, our instructors are seasoned practitioners who bring a wealth of hands-on experience, enriching the academic principles with practical wisdom. The program is designed not just to prepare an organization for certification, but to embed a genuine culture of collaboration that becomes a sustainable competitive advantage, driving innovation and mutual growth far beyond the audit process.