



Association of Strategic Alliance Professionals Best Practice Simulettes

Association of Strategic Alliance Professionals (ASAP) is a professional association dedicated to elevating and promoting the profession and discipline of alliance management. Managing alliances between organizations is quite different from working within an organization to produce a product or service. The skill sets necessary to function effectively in this niche discipline are not widely available.

ASAP came to Humentum and asked for a suite of short simulations that would provide experience and practice for alliance professionals in their unique environment. They wanted these short simulations or “simulettes” to be something that would immerse alliance professionals in their niche environment and provide them with a focused experience in less than 30 minutes.

Working with Subject Matter Experts from a variety of member organizations, we created a suite of simulettes that covered such topics as:

- ✓ Corporate Relationship Management
- ✓ Legal Aspects of Alliance Work
- ✓ Problem Resolution / Critical Thinking
- ✓ Doing Business with Other Cultures
- ✓ Global Thinking
- ✓ Cross Functional Team Management

These simulations provided feedback on skills like

- ✓ Contract Renegotiation
- ✓ Letter vs. Spirit of the Agreement
- ✓ Contingency Planning
- ✓ Cross-Cultural Thinking
- ✓ Resolving Conflict
- ✓ Managing / Maintaining Trust

Member organizations have, for a number of years now, leveraged these simulations in the delivery of focused experience in a niche discipline.