

ASAP Certification

Training Preparation Outline

CA-AM | CSAP

CA-AM

3-Day Prep Course

CSAP

3-Day Prep Course

Association of Strategic Alliance Professionals (ASAP)

Course Overview

This document outlines the three-day preparation programs for both ASAP certification levels: the CA-AM (Certification of Achievement – Alliance Management) and the CSAP (Certified Strategic Alliance Professional). Each course runs for three full days, combining knowledge delivery, practical exercises, and exam preparation.

	CA-AM	CSAP
Full Name	Certification of Achievement – Alliance Management	Certified Strategic Alliance Professional
Duration	3 Days	3 Days
Level	Intermediate	Advanced
Prerequisites	3+ years alliance experience	Must hold CA-AM certification
Key Resource	ASAP Handbook of Alliance Management	ASAP Handbook of Alliance Management
Exam Format	Online proctored exam	Online proctored exam
Renewal	Every 3 years	Every 3 years

Required Materials

- The ASAP Handbook of Alliance Management: A Practitioner's Guide (used for both courses)
- Laptop with stable internet connection for online proctored exam
- ASAP membership (required for exam discounts and workshop access)
- Printed or digital copy of workshop materials provided by facilitator

Course 1: CA-AM Preparation

Certification of Achievement – Alliance Management | 3-Day Program

Program Objectives

- Understand the full alliance life cycle framework used by ASAP
- Apply proven alliance management tools, processes, and best practices
- Develop governance discipline and execution capability
- Prepare for and pass the CA-AM certification exam

DAY 1 | Alliance Fundamentals & Life Cycle Framework

08:30 – 09:00	<p>Welcome & Program Introduction</p> <p>Course overview, learning objectives, introductions, and handbook orientation. Review of exam format and scoring.</p>
09:00 – 10:30	<p>Alliance Management Fundamentals</p> <p>Core principles of strategic alliances. Why alliances fail and succeed. The ASAP alliance life cycle overview: Strategy, Partner Selection, Negotiation, Launch, Management, Transformation/Exit.</p>
10:30 – 10:45	<p>Break</p>
10:45 – 12:15	<p>Alliance Strategy Phase</p> <p>Defining alliance objectives and strategic fit. Portfolio thinking and alliance rationale. Stakeholder alignment at the executive level. Case study: Identifying strategic alliance opportunities.</p>
12:15 – 13:15	<p>Lunch Break</p>
13:15 – 14:45	<p>Partner Selection & Due Diligence</p> <p>Partner evaluation criteria and capability assessment. Cultural compatibility and organizational fit. Due diligence checklist and partner profiling tools. Workshop: Peer mapping exercise.</p>
14:45 – 15:00	<p>Break</p>

<p>15:00 – 16:30</p>	<p>Alliance Negotiation Principles Term sheet basics and negotiation dynamics. Win-win frameworks and mutual value creation. Common negotiation pitfalls in alliance agreements. Role-play: Negotiation scenario practice.</p>
<p>16:30 – 17:00</p>	<p>Day 1 Recap & Q&A Review of key concepts, open questions, and preview of Day 2. Recommended handbook chapters for evening reading.</p>

DAY 2 | Alliance Launch, Governance & Execution

<p>08:30 – 09:00</p>	<p>Day 1 Review & Morning Warm-Up Quick recap quiz on Day 1 material. Clarification of overnight questions from handbook reading.</p>
<p>09:00 – 10:30</p>	<p>Alliance Launch & Operational Planning Alliance launch checklist and joint business planning. Establishing alliance infrastructure: roles, teams, and communication cadence. Setting KPIs and success metrics from the start.</p>
<p>10:30 – 10:45</p>	<p>Break</p>
<p>10:45 – 12:15</p>	<p>Governance Structures & Frameworks Alliance governance models: steering committees, working groups, escalation paths. Decision rights and accountability matrices. Governance best practices from the ASAP Handbook. Workshop: Build a governance framework for a case study alliance.</p>
<p>12:15 – 13:15</p>	<p>Lunch Break</p>
<p>13:15 – 14:45</p>	<p>Managing the Alliance: Day-to-Day Execution Relationship health monitoring and performance reviews. Issue management and conflict resolution processes. Managing change within the alliance. Tools: Scorecard templates and health check frameworks.</p>
<p>14:45 – 15:00</p>	<p>Break</p>

15:00 – 16:30	Alliance Transformation & Exit Strategies Recognizing when to transform, renegotiate, or exit. Exit planning and transition management. Capturing lessons learned and institutional knowledge. Case study: Managing an alliance transformation.
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16:30 – 17:00	Day 2 Recap & Q&A Review key governance and execution concepts. Preview of Day 3 exam preparation focus.
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DAY 3 | Applied Practice, Scenarios & Exam Preparation

08:30 – 09:00	Day 2 Review & Morning Warm-Up Recap quiz. Address any open questions from the handbook.
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09:00 – 10:30	Applied Scenario Workshop Work through real-world alliance scenarios using ASAP frameworks. Small group discussions and peer learning. Focus on situational judgment — what would you do?
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10:30 – 10:45	Break
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10:45 – 12:15	Exam Strategy & Practice Questions Overview of CA-AM exam structure and question types. Timed practice questions by domain. Review of commonly missed topics. Tips for scenario-based questions.
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12:15 – 13:15	Lunch Break
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13:15 – 14:45	Full Mock Exam Session Simulated CA-AM exam under timed conditions. Individual completion followed by group review of answers. Domain-by-domain performance review.
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14:45 – 15:00	Break
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15:00 – 16:00	Weak Areas Deep Dive Targeted review of most challenging domains based on mock exam results. Facilitator-led clarifications from the ASAP Handbook.
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16:00 – 16:45

Exam Logistics & Final Tips

Registration process for the CA-AM exam. What to expect on exam day. Final study recommendations and resources.

16:45 – 17:00

Closing & Certification Pathway Next Steps

Summary of the CA-AM to CSAP pathway. Q&A and wrap-up.

Course 2: CSAP Preparation

Certified Strategic Alliance Professional | 3-Day Advanced Program

Program Objectives

- Master advanced alliance management competencies across the full life cycle
- Develop strategic judgment for complex, high-stakes alliance decisions
- Lead alliance portfolios and organizational alliance capability
- Prepare for and pass the CSAP certification exam

Important Note: The CSAP program builds on CA-AM knowledge. Participants must hold a valid CA-AM certification prior to attending. The ASAP Handbook is the same reference resource used at a deeper, more strategic level.

DAY 1 | Advanced Strategy, Partner Selection & Portfolio Management

08:30 – 09:00	<p>Welcome & Advanced Program Orientation</p> <p>Introduction to CSAP-level expectations. How CSAP differs from CA-AM: judgment vs. knowledge. Exam structure and scoring methodology overview.</p>
09:00 – 10:30	<p>Strategic Alliance Leadership</p> <p>Driving organizational alliance capability. Aligning alliance strategy with corporate strategy. The role of the senior alliance leader vs. the alliance manager. Executive stakeholder management at C-suite level.</p>
10:30 – 10:45	<p>Break</p>
10:45 – 12:15	<p>Advanced Partner Selection & Ecosystem Thinking</p> <p>Strategic partner profiling at the portfolio level. Competitive dynamics and partner conflicts of interest. Building and managing alliance ecosystems and networks. Workshop: Portfolio mapping exercise.</p>
12:15 – 13:15	<p>Lunch Break</p>
13:15 – 14:45	<p>Alliance Portfolio Management</p> <p>Managing a portfolio of alliances simultaneously. Resource allocation and prioritization across alliances. Portfolio risk assessment and mitigation frameworks. Case study: Managing competing alliance priorities.</p>

14:45 – 15:00	Break
15:00 – 16:30	Advanced Negotiation & Term Structuring Complex multi-party negotiation strategies. Structuring alliance agreements for long-term resilience. IP, exclusivity, and revenue-sharing considerations. Simulation: Multi-stakeholder negotiation exercise.
16:30 – 17:00	Day 1 Recap & Strategic Reflection Group discussion: key insights from Day 1. Recommended deep-dive handbook sections for evening review.

DAY 2 | Advanced Governance, Value Creation & Organizational Capability

08:30 – 09:00	Day 1 Review & Scenario Warm-Up Strategic scenario warm-up: What would you do? Quick review of portfolio management frameworks.
09:00 – 10:30	Advanced Governance & Decision-Making Frameworks Governance design for complex, multi-tier alliances. Board-level governance and reporting structures. Decision rights in ambiguous or high-conflict situations. Best practices from top-performing alliance organizations.
10:30 – 10:45	Break
10:45 – 12:15	Value Creation & Alliance Performance Optimization Measuring and maximizing alliance value beyond financials. Transformation levers: innovation, co-development, market access. Value realization frameworks and ROI reporting. Workshop: Designing a value dashboard for a case study alliance.
12:15 – 13:15	Lunch Break
13:15 – 14:45	Building Organizational Alliance Capability Establishing an Alliance Management Office (AMO). Developing internal alliance talent and competency frameworks. Creating organizational processes, templates, and playbooks. Change management for embedding alliance best practices.

14:45 – 15:00	Break
15:00 – 16:30	Crisis Management & Alliance Rescue Recognizing and diagnosing a distressed alliance. Intervention strategies: renegotiation, restructuring, mediation. When and how to execute a strategic exit. Case study: Turning around a failing alliance.
16:30 – 17:00	Day 2 Recap & Peer Exchange Open peer discussion: real-world alliance challenges. Preview of Day 3 exam simulation.

DAY 3 | Advanced Scenarios, Judgment Development & Exam Preparation

08:30 – 09:00	Day 2 Review & Mindset Shift Recap: from knowledge to judgment. CSAP exam philosophy: situational decision-making at a senior level.
09:00 – 10:30	Advanced Scenario Workshop Complex, ambiguous alliance scenarios requiring senior judgment. Small group facilitated discussions. Debate and defend: defending strategic decisions in a group setting.
10:30 – 10:45	Break
10:45 – 12:15	CSAP Exam Strategy & Practice Questions CSAP exam structure, domain weighting, and question style. Timed practice questions: advanced level. Common judgment traps and how to avoid them. Differentiating 'good' from 'best' answers.
12:15 – 13:15	Lunch Break
13:15 – 14:45	Full Mock Exam Session Simulated CSAP exam under timed conditions. Individual completion followed by facilitated group debrief. Category performance analysis and pattern identification.
14:45 – 15:00	Break

15:00 – 16:00	Targeted Review & Expert Q&A Facilitator-led deep dive on weakest domains. Open Q&A: any topic from the ASAP Handbook or exam domains.
16:00 – 16:45	Exam Logistics & Post-Certification Planning CSAP exam registration and scheduling. What to expect on exam day. Post-CSAP: maintaining certification, PDH requirements, and ASAP community involvement.
16:45 – 17:00	Closing Ceremony & Next Steps Celebration of completion. Final words of encouragement. Facilitator contact and ongoing support resources.

Appendix: Preparation Checklist

Before the Course — Both Levels

- Purchase The ASAP Handbook of Alliance Management (paperback or PDF)
- Create an account on strategic-alliances.org
- Purchase or confirm ASAP Individual Membership (\$399/year)
- Review the exam eligibility requirements for your certification level
- Read Chapters 1–3 of the ASAP Handbook as pre-reading
- Prepare a list of real alliance experiences to draw from during exercises

During the Course — Best Practices

- Bring the ASAP Handbook to every session (physical or digital)
- Take notes on scenario-based discussions — these mirror exam questions
- Engage actively in role-plays and workshops for maximum retention
- Use sticky notes or tabs to flag key handbook sections during sessions

After the Course — Exam Readiness

- Complete all practice questions provided during the course
- Re-read flagged handbook sections within 48 hours of the course
- Schedule the certification exam within 2–4 weeks of course completion
- Join the ASAP member community for peer support and study groups
- Review domain performance from mock exam to guide final study focus