Alliance and Collaboration Virtual Learning and Development Options

March 2020
Learning and Development Options for Virtual Audiences

Take full day trainings and turn them into a series of webinars coupled with small group virtual working sessions

Option One

Webinars
- Live 45-minute, weekly sessions address a single topic as part of an overall agenda and combine instruction in techniques and tools, as well as the “so what.”
- Interactivity created through the use of polling tools and chat with large groups, facilitated discussion for smaller groups

Small Discussion Groups
- Follow-on 20-30 minute calls with small groups to work through case studies, scenarios, and exercises to immediately put the learning into action
- Participants are asked to come to the calls prepared for the discussion

Option Two

Video or Recorded Web Conference
- 15-30 minute recorded sessions on a single topic
- Includes, guidance, application, tips and techniques, as well as simple tools
- Can be tailored for specific audiences
A Snapshot of Selected Trainings

<table>
<thead>
<tr>
<th>Course</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Activities and Tools throughout the Alliance Lifecycle</td>
<td>Alliance Management Leaders: X, Dedicated Alliance Managers: X, Part-time Alliance Managers: X, Governance Committee Members: X, Project Team Members: X</td>
</tr>
<tr>
<td>Alliance Governance Bootcamp:</td>
<td>X</td>
</tr>
<tr>
<td>Delivering Value: The Alliance Management Work Plan</td>
<td>X</td>
</tr>
<tr>
<td>Alliance Risk Management</td>
<td>X</td>
</tr>
<tr>
<td>Alliance Startups</td>
<td>X</td>
</tr>
<tr>
<td>Digital Health Alliances</td>
<td>X</td>
</tr>
<tr>
<td>Collaborative Problem Solving</td>
<td>X</td>
</tr>
<tr>
<td>Collaboration: An Essential Strategic Ability</td>
<td>X</td>
</tr>
</tbody>
</table>

All of our educational offerings are customized to reflect the nature of the alliances participants work on, as well as accepted practice within the company.

Illustrative Course Materials

Who Should Be on Board?

<table>
<thead>
<tr>
<th>Membership Guidelines</th>
<th>Membership Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Guidelines</td>
<td>Membership Guidelines</td>
</tr>
</tbody>
</table>

Tips and Traps of Pre-Meetings

**TIPS**
- Use pre-meetings to ensure successful meetings
- Align on agenda topics and meeting process
- Have a clear meeting agenda
- Create a pre-meeting agenda
- Map governance process

**TRAPS**
- Shutting off collaboration by arriving at fixed positions in advance of the meeting (avoid this trap)
- Not being clear about the role of governance in leading the agenda

Learning the contract – the first priority

---

© 2020 The Rhythm of Business, Inc.
Examples of Learning and Development Programs Delivered

- Collaboration Skills: A course taught as part of the company’s core talent development program
- Executive coaching and alliance manager onboarding for new execs and managers
- Alliance management foundation course as basis of Alliance Management Academy
- Collaborative Problem Solving
- Special Topic Webinars, including Decision Making, Risk Management, Understanding Culture, Governance, Effective Communication
- Alliance Management for Research Scientists
- Advanced Topics in Alliance Management
- Alliance Management for Line Managers
- Collaboration Skills for Commercial Team Members
- Running Effective JSC Meetings
- Metrics and KPIs for Alliance Managers
- Alliance Startups
- Collaborative Problem Solving
- Understanding Motivations
- Alliance Risk Management
When In-Person is Again an Option, Our Trainings Combine Lecture and Practical Experience

Sessions are interactive and participant input is captured to provide useful, contextual insights. Case studies and scenarios tailored to reflect the nature of the participants’ alliances.
Engagement Team Consists of Senior Leaders with Extensive Experience

- Ground-breaking research and more than 20 years of hands-on work to understand what it takes build and run successful alliances
- Trusted advisors to leaders in biopharma and beyond
- Leaders in the only alliance management professional association, contributors to its certification program, responsible for content across multiple media
- Engagements with 30+ biopharma companies that span from the lab to the salesforce; from virtual companies to the largest global enterprise
- Developed and guided the implementation and maturation of alliance capabilities in multiple industries, for companies large and small
- Guided the alliances for some of the most recognized and successful pharmaceutical brands

Work Directly with Certified Strategic Alliance Professionals with Operational, Academic, and Consulting Pedigrees

Jan Twombly, CSAP
President, The Rhythm of Business
Member of the Board of Directors, Association of Strategic Alliance Professionals
Engagement Lead

Jeff Shuman, CSAP, PhD
Principal, The Rhythm of Business
Professor of Management, Bentley University
Senior Contributing Consultant, Strategy and Alliance Management Expert

“The Rhythm of Business has been our partners in growing the collaborative capability of our organization and expanding our influence. They are always there for us, no matter the challenge.”

— Executive Director, Alliance Management

© 2020 The Rhythm of Business, Inc.
The Rhythm of Business Overview
Embed partnering throughout the organization.
Create desired outcomes. Fuel innovation to drive growth.

SERVICES

Consulting
Strategize, build, and integrate your end-to-end partnering practice to demonstrate value to stakeholders and partners and outcomes for customers. Design and activate individual alliances

Assessments
Data-driven, contextual analysis provides deep insights that solves problems and drives measurable improvement

Talent Development
Hands-on coaching, support on challenging alliances, classroom and individual training to grow partnering and alliance management expertise and collaborative skills

THOUGHT LEADERSHIP

REPRESENTATIVE CLIENTS

© 2020 The Rhythm of Business, Inc.