

Alliance Excellence Awards

Tips to Submitting a Winning Nomination

Today's Objectives

- Appreciate how your nominations benefit your team and company
- Gain a better understanding of the awards criteria
- Decide which categories you could be submitting nominations for
- Improve your potential for submitting a winning nomination
- Understand submission process, judging, and deadlines
- Hear about the awards events

Why submit a nomination?

- Celebrates excellence in alliance management
- Honors the teams and companies that exemplify great alliance practice
- Motivate your alliance team in the quest for excellence
- Brings visibility and accolades through press releases and media
- Be recognized by your partners and industry peers
- Contribute to a body of knowledge that promotes excellence in the profession



Award Categories

Alliance for Social Corporate Responsibility

- ✓ Profound, measurable and positive social impact; profit is OK

Alliance Program Excellence

- ✓ Corporate capability for successful alliances
- ✓ Process, training, culture, leadership that enables repeatable alliance success

Individual Alliance Excellence

- ✓ Emerging Alliance
- ✓ Longstanding Alliance

Innovative Best Alliance Practice

- ✓ New process, tool, or alliance management approach that demonstrated success

Best Ecosystem Solution

- ✓ A group of at least four partners that jointly deliver an innovative solution for a specific client/customer or set of clients/customers

2022 ASAP Alliance Excellence Award Winners

Individual Alliance Excellence Emerging	Deloitte.	 genpact
Individual Alliance Excellence Longstanding		 evotec
Innovative Best Alliance Practice		genpact
Alliance Program Excellence	protiviti®	
Alliance for Social Corporate Responsibility	Janssen <small>PHARMACEUTICAL COMPANIES OF Johnson & Johnson</small>	 MERCK
Best Ecosystem Solution		genpact

Awards Criteria



Exemplary

- ✓ What makes this alliance/program/practice stand out?
- ✓ What new lessons does it offer?



Innovative

- ✓ What is innovative about this alliance/program/practice?
- ✓ How might this innovation help other alliances?



High Impact

- ✓ What are the qualitative and quantitative measures of success?
- ✓ How did this alliance/program/practice create strategic value?



Open

- ✓ How have the best practices, ideas and lessons been shared with the alliance community?

Evaluation Process

1. Judges are alliance experts: academics, practitioners, and consultants
2. Each nomination is reviewed individually and kept confidential
3. Nominations are evaluated based on the criteria for each category
4. Supporting materials are also considered
5. Each nomination is scored across the criteria for a total score
6. The highest score wins!
7. Accepted nominations are notified by the end of January; finalists are announced at Summit on April 3; winners are announced during the virtual awards ceremony and fireside chat

Tips

- Consult the awards page for nomination examples, tools, testimonials to help build your winning nomination
- Make use of the short submission form to get early feedback
- Review categories carefully and choose the best fit
- Obtain input from partners & alliance team members
- Give us specific examples. What challenges did you face? How did you overcome? What were the results?
- Provide supporting materials
- Focus on the alliance and partnering guiding principles which are the foundation of ASAP best practices
- On average a submission requires around 1,500 words, excluding figures and supporting materials

What Not To Do

- Do not have your PR team write the nomination
- Do not focus solely on outcomes...we are interested in the HOW & WHY
- Do not omit 'how you are different' from common alliance practices and competencies
- Do not submit the same nomination to more than one category
- Do not wait until the last minute to submit
- Do not focus on the good stuff only: how you solve challenges is at least as interesting
- Do not underestimate the importance of the criteria of openness

Key Dates and Timeline

December 9, 2022

Quick Submit Deadline for feedback about nomination idea on Google Form

January 6, 2023

Complete awards nomination deadline

Week of January 23, 2023

Communication to all accepted nominations being considered as finalist

April 3, 2023 | Tampa, Florida

Finalists program and celebration

May 25, 2023 | 11:00 AM EDT US | Virtual Program

2023 ASAP Alliance Excellence Award Ceremony and Fireside Chat with Winners



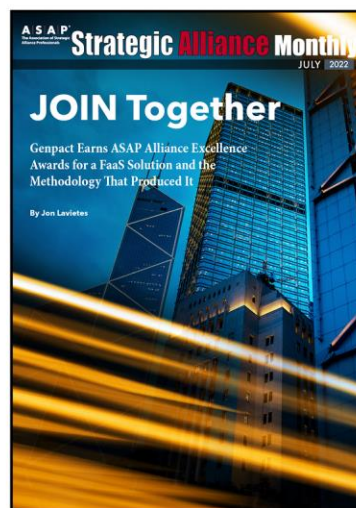
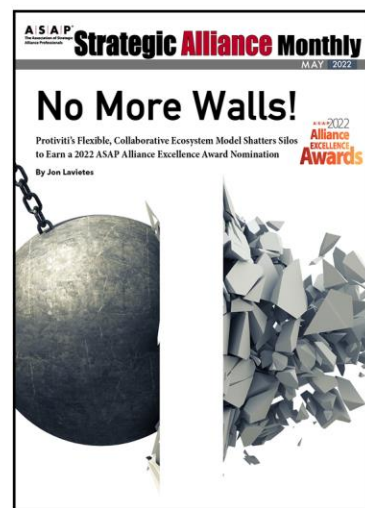
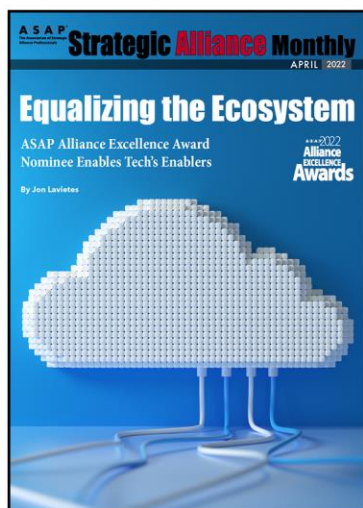
Content and Editorial Exposure

2022 Award Ceremony and Fireside Chat

ASAP Blogs and social posts



Strategic Alliance Quarterly and Monthly Articles



The 2023 Awards Committee

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Partner, BTD Consulting

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Founding Principal, Phoenix Consulting Group

Blazing New Trails in Alliance and Collaborative Excellence

Begin planning today!

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For more information, to submit your quick submission for feedback visit, and access to full nomination forms visit

www.strategic-alliances.org/2023-awards

For further questions and guidance...

Contact

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