

Four Module Programme



The CollaborativeEdge is a bespoke one-day Training Programme designed to improve the critical relationship management skills of participants.

It is ideal for project teams, senior marketers, innovation managers, change management and business development executives responsible for managing key stakeholders, clients, valuable partners and other strategic relationships.

Collaboration Powers Innovation...

So Why Aren't We Better At It?



"I am struck by the behaviour of otherwise bright people who poison potentially rich collaborations – without realising it"

John Abele, Boston Scientific, Harvard Business Review. July 2011

The Collaborative Advantage

In 2011 Forrester Research reported that senior marketers viewed weak internal collaboration and poor external collaboration as the two primary blockages to successful innovation.

The **CollaborativeEdge** Programme is designed to sharpen collaboration skills critical to the success of innovation and business development projects.

Four interactive and lively modules of tutorials and workshop exercises give participants an awareness of the issues and a practical set of tools to enable them to get the Edge; working smarter and more effectively with internal stakeholders, suppliers, key customers and industry allies.

To discuss how the programme can be tailored to improve your team or project please contact **Andrew Armour** on **07971 231 025** or email him now - andrew@benchstone.co.uk

Andrew Armour - Programme Leader

Partnership marketing, key relationship & innovation management specialist for twenty years; media and publishing industry in UK and internationally - TVNZ, Walt Disney, Yell.com.



Steve Hemmings - Programme Leader

Leadership and business development coach, facilitator and trainer. Thirty year career in marketing, product development international sales and consulting; Cisco, Lucent Technology, VeriSign (BBC iPlayer)



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