

PARTNERNOMICS®

IN COLLABORATION WITH

UNIVERSITY OF  
CENTRAL  
MISSOURI



## COURSES

### PARTNERNOMICS® PARTNERING FOUNDATIONS

The PARTNERNOMICS - Partnering Foundations course is the first course in the recommended three-course sequence. This course is designed for business professionals who are interested in understanding the foundational components of developing long-term strategic partnerships with complementary organizations. This course explores the essential terms, concepts, processes, and strategies that leaders can utilize to generate profit growth through successful partnerships. The bulk of the content is focused on pre-contract signature activities and the successful practices that leaders should know and implement. At the successful completion of this course, participants will have a newly found appreciation for the value that partnerships can bring to organizations as well as understanding the major contributors to long-term partnership success.



### STRATEGIC PARTNER LEADERSHIP MODEL

#### 5-Phase Partnering Process

Partnering Strategy

Engage Partner Candidates

Negotiate Partnering Agreement

Close Agreement

Operationalize Partnership

### 5-PHASE PARTNERING PROCESS

The PARTNERNOMICS – SPLM course is designed for business professionals who are interested in learning how to operationalize partnerships to ensure success. This course introduces our proprietary Strategic Partner Leadership Model (SPLM) framework, which teaches a systematic way for your organization to effectively manage and lead strategic relationships. Participants will learn the six components of the SPLM framework (Vision, Teams, Goals, Metrics, Processes, and Results) and gain strategies that will significantly improve operational effectiveness in each.

The PARTNERNOMICS – 5-Phase Partnering Process course is designed for the business professional who is interested in taking a deep dive into the “pre-contract signature” processes to understand the optimal way to construct partnership agreements, perform due diligence, and negotiate agreements that deliver results. This course teaches the following five phases with an emphasis on the first four:

- 1) Building a Strategic Partnering Plan
- 2) Engaging Partner Candidates
- 3) Bargaining/Negotiating the Agreement
- 4) Closing the Agreement
- 5) Operationalizing the Partnership

Participants will be introduced to several concepts, tools, and strategies that will help them more effectively manage and execute each phase.

## CERTIFICATION PACKAGES

### DO IT YOURSELF (DIY)

This package includes all 3 PARTNERNOMICS courses and the Strategic Partner Leadership Professional (SPLP) certification exam. Upon successful completion of all four components, the learner will earn a Strategic Partner Leadership Professional (SPLP) certification. This specific package is for the “do it yourself” approach, but learners can also choose to take the “guided” (coached) approach through content and certification exam (additional tuition applies, see “Guided Package”).

INVESTMENT OF  
**\$2,480**

### GUIDED APPROACH

This package includes **12-weeks of Coaching**, all 3 PARTNERNOMICS courses, and the Strategic Partner Leadership Professional (SPLP) certification exam. The learner will be coached through course #2 (SPLM) and course #3 (5 Phase Partnering Process) as part of the program. Upon successful completion of all four components (courses and the exam), the learner will earn a Strategic Partner Leadership Professional (SPLP) certification. This specific package is for the “guided” (coached) approach, but learners can also choose to take the less costly “do it yourself”.

INVESTMENT OF  
**\$6,070**