



Creating and Sustaining International Partnerships

- The CCS Framework

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Setting the Seattle Stage

- University of Washington Business School
- Executive Education focus (Asia)
- The strengths of Seattle

Outline



C-ontact: Making the initial contact



C-ontract: Turning the contact into a contract



S-ustain: Sustaining the partnership

Outline



C-ontact: Making the initial contact

C-ontact:

Making the initial contact

1. Initial Contact – 2 approaches
 - A. Wait and see approach
 - B. Assertive, proactive approach

C-ontact

A. Wait and see approach

- Phone calls
- Emails
- Website

C-ontact

B. Assertive Proactive Approach

- Reaching out
- Contacting alumni

C-ontact

Criteria to evaluate partnerships

- Profitable for the Business School
- Long-term partnership potential
- Dean's relationship
- Strengthen existing relationships



Best Practices Discussion

Outline



C-ontract: Turning the contact into a contract

C-ontract:

Turning the contact into a contract

1. Price it right.
2. Be flexible.
3. Identify a decision-maker.
4. Be patient.
5. Be responsive.

C-ontract

1. Price it right

- Give a fair price.
- Don't underprice to get foot in the door.
- Remember who your client is.

C-ontract

2. Be flexible

- Give and take around curriculum
- Listen and base program on their needs
- Work towards the dates they prefer

C-ontract

3. Identify a decision-maker

- Make your point of contact a decision-maker
- Establish expectations and roles

C-ontract

4. Be patient

- Don't take offense at how they express things
- Be open-minded

C-ontract

5. Be responsive

- Demonstrate that you are paying attention
- Respond to questions and requests

C-ontract:

Turning the contact into a contract

A-#1: Deliver a high quality program

1. Price it right.
2. Be flexible.
3. Identify a decision-maker.
4. Be patient.
5. Be responsive.



Best Practices Discussion

Outline



S-ustain: Sustaining the partnership

S-ustain:

Sustaining the partnership

1. Make each client #1
2. Pay attention to details
3. When in Rome...
4. Find regional ambassadors
5. Befriend participants

S-ustain

1. No matter how small the contract, the client needs to feel important

- Treat all clients well regardless of the size of the contract
- Go to them

S-ustain

2. Pay attention to details

- Spend time courting client
- Make note of personal facts

S-ustain

3. When in Rome...

- Try things from client's culture when offered

S-ustain

4. Find regional ambassadors

- Program alumni
- School alumni
- Find someone on the inside
- Marketing representatives
- Boards

S-ustain

5. Befriend participants

- During programs make an effort to get to know participants
- Join lunches etc.
- Invite participants to faculty's or staff's home
- Have family events



Best Practices Discussion

Conclusion



C-ontact: Making the initial contact



C-ontract: Turning the contact into a contract



S-ustain: Sustaining the partnership