

## Press Release

# A New Era in Business Collaboration

***Leadership Institute is first U.S Institute to offer programs in Collaborative Excellence to support International Collaborative Standards***

*Naples, Florida -- May 15,2017*

### **Global Standard for Collaborative Relationship Management**

Recently the International Standards Organization (ISO, Geneva Switzerland) formalized and issued Standard 44001 to enable organizations to improve collaboration – both *within* and *between* organizations.

*Collaborative Relationship Management Systems* is more than just a standard: it's a *framework* used to deploy *best practices* for cooperation, alignment, alliance development, teamwork, and trust-building.

The standard:

- applies to a wide range of organizations, including business, government, and not-for profit organizations.
- Is intended to improve the performance, productivity, and effectiveness of organizations, teams, alliances, project delivery, and multi-partner relationships

### **Institute Supports Leaders on the Collaborative Excellence Journey**

The International Collaborative Leadership Institute ([www.ICLIInstitute.org](http://www.ICLIInstitute.org)) announced today its readiness to deliver a full set of training and education programs for leaders organizations that intend to become certified in Collaborative Business Management. The Institute's co-Founder, Robert Porter Lynch, has been a though leader and driving force behind the frameworks and practices that underpin the newly issued standards.



Mr. Lynch stated:

*The ISO Standards of Collaborative Excellence represent the first time in the long history of commerce that companies can verify the quality of their suppliers, customers, and alliance partners.*

*We know from years of experience that the best practices underpinning these standards triple the chance of a successful collaboration, thus reducing risks dramatically. Often we see 20% improvements in competitive advantage and significant increases in profitability as non-value added work is eliminated and trust-based relationships are built.*

*Future employees, particularly Millennials, will have a standard of excellence to assess their fit in an organization.*

*Ultimately, this may be the beginning of a sea-change in the way organizations -- from business to government-- are led and managed.*



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**EDITORIAL BACKGROUND**

**Contact Information:**

Robert Porter Lynch: Co-Founder

email: [Robert@ICLIInstitute.org](mailto:Robert@ICLIInstitute.org)

Phone: +1-239-537-6441

**About the International Collaborative Leadership Institute:**

[www. ICLInstitute.org](http://www.ICLIInstitute.org)

**Further Information on ISO 44001 Collaborative Business Management System:**

[2 page Summary](#)

[15 page Overview](#)