

NEWS RELEASE
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Partnering Skills Workshop delivers value

GBPA's Partnering Skills Workshop is delivering real value to its members. The Partnering Skills Workshop, designed for senior managers to specifically develop and manage significant business relationships, is a highly practical interactive day with a small number of delegates.

Says Amanda Crouch, chief executive of GBPA: "Partnering requires seemingly paradoxical skills - from the decisive, fixed contractual elements to the responsive behavioural and relationship management capabilities. Working with managers in this highly interactive workshop environment is helping managers address these issues."

GBPA tailors the workshop to delegates' needs by preparation through pre-workshop telephone interviews, which also encourages delegates to focus on a particular business relationship. The workshop morning involves looking at research relating to how partnering and individual relationships within partnerships function - identifying critical success factors, and providing models for delegates to use. In the afternoon, delegates have the opportunity to work on a particular relationship issue, through practice sessions with an actor and a coach.

Ferry Lichtenberg, from GBPA member Sabre Travel Network, states: "This workshop has really helped me develop our partnerships - it paid for itself 10 times over in the first week."

Future workshops are scheduled for October 2006 and February 2007.

- ends -

NOTES TO EDITORS:

About the GBPA Partnering Skills Workshop

The **Partnering Skills Workshop** is part of GBPA's partnering skills development programme and is specifically designed to help delegates understanding the critical success factors for relationships through access to GBPA *Discoveries* and frameworks. The partnering skills workshop is open to delegates from GBPA member organisations at a fee of £950 + VAT per delegate. www.gbpalliance.com

About GBPA

The Global Business Partnership Alliance is a corporate membership organisation that focuses on internal and inter-company collaboration and business partnering, and currently operates in the UK (with members including HSBC, BNP Paribas, Dresdner Kleinwort and Fidelity) and the Netherlands (with members including HP & ING). Being a member enables organisations and their key people to collaborate better, develop more effective business relationships and form more mutually beneficial partnerships.

For further information contact:

GBPA
Amanda Crouch
Chief Executive
+ 44 (0)7970824147
acrouch@gbpalliance.com

GBPA
Philippa Baines
Communications Manager
+ 44 (0)7768 955238
pbaines@gbpalliance.com

Global Business Partnership Alliance
35 New Broad Street
London EC2M 1NH
+44 (0)20 8255 4182
www.gbpalliance.com