



Executive Coaching Program: Coalition Building

The program provides an analysis on what the benefits of building coalitions with other peer organizations are, what the main steps to be followed to establish and manage such coalitions between organizations are, as well as a customized analysis of potential members of a coalition for the specific organization. Building coalitions with peer organizations aims at enhancing organizations' visibility through broadened representativeness and by ensuring that the commitment to achieve and implement the actions behind the message is wider.

The program is designed for corporate or association executives or staff who are willing to explore the potential of building coalitions with peer organizations for common actions, by finding common ground between the associations and activities to achieve a common goal.