



Paris, France  
31 Oct – 3 Nov 2016

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## 2016 World Cancer Congress Master Courses

### Master Course N°7: Effective partnership management in addressing the challenges of cancer

An introduction to cross-sector partnering, concepts and processes within the context of the fight against cancer

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#### Course description:

Many of the challenges the cancer community must tackle are so complex, or at such scale, that individual organisations or even individual societal sectors cannot hope to tackle them alone.

For complex issues, it is only through an 'all of society' approach, bringing together the different competencies and resources, social capital and reach of all societal sectors, that many issues can be tackled. And even with simpler issues, collaboration can be essential to achieve the necessary scale or to overcome obstacles.

However, effective collaboration between organisations with different incentives, approaches, missions, interests and cultures is difficult. It requires a collaborative mind set, an understanding of how different sectors think and operate, a key partnering skill set, and technical understanding of the process and challenges of partnership. With these critical elements in place, partnerships can achieve real impact. Without them, partnerships are likely to under-perform or fail altogether.

This course will provide an introduction to cross-sector partnering skills, concepts and processes within the context of the battle against cancer.

Union for International Cancer Control  
62, route de Frontenex 1207 Geneva Switzerland

[www.worldcancercongress.org](http://www.worldcancercongress.org)

Hosted by:



**ALIAM**  
contre le cancer  
[www.aliam.org](http://www.aliam.org)

**Course objectives:**

1. Understanding of the rationale for, and risks of partnering, and when and when not to partner;
2. Appreciation of the drivers, societal roles and mindset of each societal sector;
3. Clarity over what constitutes a 'transactional collaboration', what is a 'genuine partnership' and where each may be appropriate;
4. Appreciation of the 'guiding principles', challenges and success factors behind effective partnership;
5. Familiarity with the 'Partnering Cycle', a framework for the development and management of partnership
6. Access to practical examples of what works – including prevention, early detection and survivorship through channels such as workplace health initiatives; product and service innovation and awareness and behaviour change campaigns.

**Target audience:**

The course is for practitioners from all sectors who wish to make their collaborations more effective. It is an introductory course and does not assume prior partnership training. It is suitable for those working in international, national or local partnerships.

**Teaching methods:**

The Master course comprises 20 hours of private study time over a six-month period from June to October 2016, culminating in a one-day face-to-face workshop at the Palais des Congrès de Paris, on 31 October 2016 at the World Cancer Congress.

The distance learning will be facilitated by an online e-learning platform, hosting different learning approaches including reading materials and links, presentations, assignments, webinars, surveys etc.

**Support:**

Faculty support will be provided via the e-learning platform. Participants will also be encouraged to form "virtual" Action Learning Sets – meeting via the e-learning platform - to provide peer support and challenge.

**Your commitment:**

As a participant, you will need to allocate around 3 hours per month from June to October to participate in this programme, in addition to the in-person one-day workshop at the end of October. Participation in the workshop will depend on successful completion of the distance-learning elements of the programme. The distance-learning will comprise:

1. Three webinars, taking place in June, July and September;
2. Multi-media presentations on key aspects of cross-sector partnering;
3. A guided reading programme;
4. Illustrative videos on aspects of partnering.

**Assignments:**

You will be expected to complete the following written work:

1. A learning journal, documenting your own learning and progress throughout the programme. This is for your own reflection and will greatly enhance the benefit you get from the programme. Elements can also be shared with your learning group, and the journal will be submitted at the end of the distance learning course, as evidence of your full participation.
2. A case-study, based either on your own experience or research, to put your learning into context. Case studies will be shared with other participants via the e-learning platform, and questions/discussion around them will be encouraged. A selection of these may, with permission, be shared publicly as a recognition of your work.

**Peer support:**

You will also be encouraged to actively participate in an online action learning set, and to post and respond to questions on the e-learning platform.

**Assessment:**

Your work and progress will be self-assessed, using online tools provided. This will include self-assessments at the start, the middle and the end of the course. The assessment results will be submitted to faculty to monitor your progress and ensure that the course is meeting the needs of the participants, but they will not be marked and returned.

**Final workshop:**

All participants who have successfully completed the distance-learning element of the programme, will be expected to attend the in-person workshop at the end of October in Paris.

**Course leaders:**

Ruth Findlay Brooks, MA, Director of Research and Learning, The Partnering Initiative  
Darian Stibbe, PhD, Executive Director, The Partnering Initiative

**Other faculty:**

Experts from the health sector - names will be announced shortly

**Ruth Findlay Brooks, MA**

Ruth is Director of Research and Learning with The Partnering Initiative, where she has worked for the past four years. She is also a Visiting Research Fellow with the Global Sustainability Institute at Anglia Ruskin University. With TPI, she develops and runs partnering programmes for a range of clients including UN agencies and INGOs, as well as carrying out partnership evaluations and research. In her previous role, as Development Director with the University of Cambridge Institute for Sustainability Leadership, she developed and ran a new programme for National Health Service practitioners exploring sustainable approaches to healthcare.

Ruth has worked in adult and organisational learning for many years, including with the Open University (where she was an Associate Lecturer for 9 years) and the University of Hertfordshire. She has designed and run blended learning courses in topics as diverse as digital media production, mentoring, and staff development for art and design lecturers. Having obtained her own First Class Honours Degree and Masters Degree through the Open University, she is very much aware both of the potential and the challenges of distance learning.

Ruth is passionate about cross-sector partnership as an approach to complex societal issues.

**Darian Stibbe, PhD**

Driven by a passionate belief in the potential of partnership to achieve prosperous, inclusive and sustainable business and society, Darian has for the last 14 years worked extensively with companies, the United Nations, NGOs, and governments with one aim: to drive the use of robust, effective partnerships for sustainable development worldwide.

His pioneering work takes a multiple level approach: building individual capacity for partnering (including developing TPI's flagship training course – the Certificate in Partnering Practice); the development of organisations' institutional capability for partnering (through the *Fit for Partnering* action research programme); building standards in the brokering, support and evaluation of partnerships; and a systemic approach to drive innovative collaboration across the sectors through in-country 'Business and Development Hubs' being piloted in Colombia, Zambia and Mozambique. Darian has written extensively on cross-sector partnership, lectures around

the world and has played a significant role in driving the public-private cooperation agenda of the Global Partnership for Effective Development Cooperation as well as engaging with other international processes including Rio+20 and the Post-2015 Development Agenda. His latest white paper setting out a new country-level architecture and a Roadmap to systematically drive the engagement of business as a partner in development, was launched by UK Secretary of State, Justine Greening, in April 2014.

Darian has a somewhat unusual career path: following a physics degree at Oxford and a Ph.D. at London and Harvard, he became a quantum physicist, first as a NASA scientist and then as a Marie-Curie Fellow at the University of Paris, before segueing into sustainable development and cross-sector partnerships.