

# € TRAINING

Mastering Strategic Alliances and  
Partnerships

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

3 - 7 March 2025  
Tbilisi (Georgia)



# Mastering Strategic Alliances and Partnerships

REF: ST947 DATE: 3 - 7 March 2025 Venue: Tbilisi (Georgia) - Fee: 5830 Euro

## Introduction:

This training program is tailored to equip participants with the skills needed to effectively establish and manage strategic partnerships, joint ventures, and consortia, enhancing their ability to leverage these relationships to drive organizational success and innovation.

## Program Objectives:

By the end of this program, participants will be able to:

- Identify strategic opportunities for partnerships and joint ventures.
- Design agreements that align with corporate strategies and goals.
- Implement and manage alliances to maximize operational and strategic benefits.
- Continuously assess and optimize partnership performance.
- Plan and execute exit strategies that minimize disruption.

## Targeted Audience:

- Business Development Managers.
- Strategic Planners.
- Senior Executives.
- Project Managers.
- Legal and Compliance Officers.

## Program Outline:

### Unit 1:

#### Foundations of Strategic Alliances:

- Defining strategic alliances, joint ventures, and consortia.
- Identifying potential partners based on strategic alignment.
- Understanding legal structures and partnership models.

- Establishing clear goals and expectations from the outset.
- Assessing risks and benefits of proposed alliances.

## Unit 2:

### Structuring Alliances and Joint Ventures:

- Negotiating terms that protect interests and promote mutual gains.
- Drafting contracts that address key operational details.
- Setting up governance frameworks for joint decision-making.
- Managing contributions and distributions of resources and profits.
- Ensuring compliance with relevant laws and regulations.

## Unit 3:

### Operational Management of Strategic Alliances:

- Integrating operations and systems to support joint activities.
- Facilitating communication between partner organizations.
- Resolving conflicts and maintaining cooperative relationships.
- Monitoring project progress and aligning with strategic objectives.
- Employing technology to streamline collaboration and data sharing.

## Unit 4:

### Monitoring and Adapting Strategic Alliances:

- Establishing performance metrics and evaluation processes.
- Conducting regular performance reviews with stakeholders.
- Adapting strategies in response to external changes and feedback.
- Ensuring sustainable and ethical practices within alliances.
- Leveraging successes and learning from challenges for future improvements.

## Unit 5:

## Exiting Strategies and Dissolution Practices:

- Planning for the end of the alliance from the beginning.
- Identifying triggers for dissolution or restructuring of partnerships.
- Negotiating dissolution terms that safeguard all parties' interests.
- Managing the disengagement process smoothly and efficiently.
- Conducting post-dissolution reviews to capture key learnings.