

€ TRAINING

Managing 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.

17 - 21 March 2025
Barcelona (Spain)



Managing Strategic Alliances and Partnerships

REF: ST2029 DATE: 17 - 21 March 2025 Venue: Barcelona (Spain) - Fee: 5565 Euro

Introduction:

This training program is designed to equip participants with the knowledge and skills needed to effectively manage strategic alliances and partnerships. It empowers them to build, maintain, and leverage successful collaborations that drive organizational growth and competitive advantage.

Program Objectives:

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

- Understand the strategic importance of alliances and partnerships.
- Identify and evaluate potential partners.
- Develop and negotiate partnership agreements.
- Manage and nurture strategic alliances to ensure mutual success.
- Assess and mitigate risks associated with alliances and partnerships.

Targeted Audience:

- Business Development Managers.
- Strategic Partnership Managers.
- Senior Executives and Leaders.
- Marketing and Sales Professionals.
- Entrepreneurs and Start-up Founders.

Program Outline:

Unit 1:

Understanding Strategic Alliances and Partnerships:

- Definition and types of strategic alliances and partnerships.
- The role of alliances in achieving business objectives.
- Benefits and challenges of strategic partnerships.

- Key success factors in alliance management.
- Successful strategic alliances.

Unit 2:

Identifying and Evaluating Potential Partners:

- Criteria for selecting the right partners.
- Methods of Market research and analysis for partnership opportunities.
- Evaluating the compatibility and strategic fit of potential partners.
- Conducting due diligence on prospective partners.
- Successful partner identification and evaluation.

Unit 3:

Developing and Negotiating Partnership Agreements:

- Key components of a strategic partnership agreement.
- Negotiation strategies for creating win-win agreements.
- Legal considerations and contract management in partnerships.
- Defining roles, responsibilities, and governance structures.
- Best practices for partnership negotiation and agreement development.

Unit 4:

Managing and Nurturing Strategic Alliances:

- Building and maintaining trust in partnerships.
- Effective communication and conflict resolution in alliances.
- Performance monitoring and management of partnerships.
- Joint problem-solving and continuous improvement in alliances.
- Examples of managing and nurturing successful partnerships.

Unit 5:

Assessing and Mitigating Risks in Alliances:

- Identifying potential risks in strategic partnerships.
- Developing risk mitigation strategies and contingency plans.
- Managing cultural and organizational differences in alliances.
- Evaluating the impact of external factors on partnerships.
- Case studies on risk management in strategic alliances.