



course : Managing Strategic Alliances and Partnerships

City :	Amsterdam	Hotel :	Hotel Okura Amsterdam
Start Date :	2025-11-24	End Date :	2025-11-28
Duration :	1 Week	Price :	5950 \$

Course Overview

Successfully managing strategic alliances and partnerships requires a forward-thinking vision, strong leadership, and the ability to bring together diverse parties for mutual benefit. This Managing Strategic Alliances and Partnerships course focuses on the latest developments in strategic alliances, business networks, and collaborative ventures, equipping managers and executives with the skills to excel in today's collaborative business environment.

Course Objectives

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

- Understand the principles of strategic partnership management for long-term success.
- Evaluate risks and benefits associated with alliances and manage them effectively.
- Identify, select, and execute partnerships with precision and strategic insight.
- Develop strategies to measure, monitor, and optimize the outcomes of alliances.
- Apply practical tools and frameworks to enhance collaboration and decision-making across organizations.

Target Audience

This training course is ideal for:

- Senior Managers and Executives involved in strategic decision-making.
- Business Development Managers and Partnership Directors.
- Project and Program Managers responsible for collaborative initiatives.
- Strategy, Innovation, and Change Management professionals.
- Professionals seeking to enhance their skills in managing inter-firm relationships.

Methodology

This course uses a blend of interactive learning techniques, including:

- Instructor-led presentations and discussions.
- Case studies and real-world examples of successful strategic alliances.
- Group exercises to simulate alliance management and problem-solving.
- Practical tools for risk assessment, partner evaluation, and outcome measurement.
- Peer-to-peer discussions and sharing of experiences to reinforce learning.

Course Outline

Day 1: Foundations of Strategic Alliances

- Understanding the importance and value of alliances.
- Types of strategic partnerships and networks.
- Identifying opportunities for collaboration.
- Action: Map your organization's current and potential alliances.

Day 2: Partner Selection and Relationship Management

- Criteria for selecting the right partners.
- Managing expectations and aligning objectives.
- Building trust and credibility in partnerships.
- Action: Develop a partner evaluation matrix for decision-making.

Day 3: Collaborative Advantage and Decision-Making

- Leveraging partnerships for competitive advantage.
- Techniques for collaborative decision-making.
- Conflict resolution and negotiation in alliances.
- Action: Create a plan to optimize an existing partnership.

Day 4: Risk, Performance, and Outcome Measurement

- Identifying and managing risks in alliances.
- Defining performance indicators and monitoring mechanisms.
- Evaluating alliance outcomes and impact on organizational goals.
- Action: Design a partnership performance dashboard.

Day 5: Sustaining Strategic Alliances

- Strategies for long-term alliance sustainability.



- Enhancing value creation and continuous improvement.
- Integrating alliance management into organizational strategy.
- Action: Finalize a strategic alliance roadmap and present for peer review.

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.