

# Mastering Strategic Alliances & Partnership Management

Special Workshops  
Lisbon (Portugal)  
14 - 18 Jul 2025

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## Mastering Strategic Alliances & Partnership Management

**Ref:** 321798\_147017 **Date:** 14 - 18 Jul 2025 **Location:** Lisbon (Portugal) **Fees:** 4400 **Euro**

### Course Description

This comprehensive 5-day course equips executives and managers with advanced skills to effectively create, manage, and optimize strategic alliances and partnerships. Participants will learn to identify opportunities, select partners, negotiate agreements, and drive value creation through collaborative ventures. The course combines theoretical frameworks with practical case studies to provide a holistic understanding of alliance management.

### Learning Objectives

- Develop a strategic approach to identifying and evaluating partnership opportunities
- Master negotiation techniques for creating win-win alliance agreements
- Learn to manage cultural differences and build trust in cross-organizational collaborations
- Acquire tools for measuring alliance performance and managing risks
- Understand how to leverage partnerships for innovation and competitive advantage

### Course Modules

#### Day 1: Foundations of Strategic Alliances

- Understanding the strategic importance of alliances
- Types of partnerships and their characteristics
- Aligning alliances with organizational strategy
- Partner selection and compatibility assessment

#### Day 2: Structuring and Negotiating Alliances

- Key components of alliance agreements
- Negotiation strategies for mutual benefit
- Governance structures and decision-making processes
- Legal and financial considerations in partnerships

#### Day 3: Managing Alliance Operations

- Building and maintaining trust in partnerships
- Cross-cultural management in global alliances
- Communication and conflict resolution strategies
- Resource allocation and shared value creation

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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## **Day 4: Measuring and Optimizing Alliance Performance**

- Key performance indicators for alliances
- Tools for monitoring and evaluating partnerships
- Managing risks and addressing underperformance
- Strategies for continuous improvement

## **Day 5: Leveraging Alliances for Innovation and Growth**

- Open innovation through strategic partnerships
- Co-creation and joint product development
- Scaling alliances and building alliance portfolios
- Future trends in strategic alliance management

## **Practical Wins for Participants**

- Ability to craft and negotiate robust alliance agreements
- Enhanced skills in managing complex multi-stakeholder partnerships
- Improved capacity to drive innovation through collaborative ventures
- Strategies to measure and communicate alliance value to leadership

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