Strategic Partnership & Effective Communication Skills

27 September – 1 October 2027
Malaga (Spain)



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Ref: 3016_149275 **Date:** 27 September – 1 October 2027 **Location:** Malaga (Spain) **Fees:** 5200 GBP

Why This Course

In today's interconnected business environment, success increasingly depends on the ability to build strategic relationships and communicate with clarity, confidence, and influence. Professionals who can forge powerful partnerships and communicate effectively across diverse stakeholders play a critical role in driving collaboration, innovation, and organizational growth.

The Strategic Partnerships and Communication Excellence program is an intensive 1-week course designed to equip professionals with the skills, tools, and strategies to develop strong partnerships and communicate with impact. Participants will learn to navigate complex interactions, negotiate effectively, resolve conflicts, and present ideas persuasively — ensuring lasting value in both internal and external relationships.

What You'll Learn and Practice

By joining this program, you will:

- Develop strategies for identifying, initiating, and sustaining strategic partnerships.
- Master advanced communication techniques for diverse professional contexts.
- Navigate complex negotiations and resolve conflicts constructively.
- Strengthen leadership presence and influence through effective communication.
- Design and deliver presentations that engage, persuade, and inspire.

The Program Flow

Day 1: Foundations of Strategic Partnerships

- Understanding the strategic value of partnerships and alliances.
- Identifying potential partners and assessing alignment.
- Developing partnership frameworks and collaboration models.
- Building trust, credibility, and mutual commitment.
- Workshop: Creating a strategic partnership roadmap.



Day 2: Effective Communication Fundamentals

- Principles of verbal, non-verbal, and written communication.
- Practicing active listening and empathy for relationship building.
- Adapting communication styles to the audience, context, and culture.
- Overcoming barriers to clarity and connection.
- Exercise: Communication style assessment and improvement plan.

Day 3: Negotiation and Conflict Resolution

- Core principles and stages of effective negotiation.
- Strategies for achieving win-win outcomes.
- Managing and resolving conflicts with confidence and diplomacy.
- Navigating cross-cultural and high-stakes negotiation scenarios.
- Simulation: Negotiating strategic partnerships in action.

Day 4: Leadership Communication

- Communicating vision, values, and strategic direction.
- Techniques for influence, persuasion, and executive presence.
- Giving and receiving feedback with authenticity and impact.
- Leading communication across virtual, hybrid, and cross-functional teams.
- Case Study: Leadership communication in times of change.

Day 5: Presentation and Partnership Management

- Crafting clear, engaging, and persuasive presentations.
- Mastering delivery techniques for confidence and credibility.
- Managing long-term partnerships for sustained mutual value.
- Measuring and evaluating partnership effectiveness.
- Capstone: Delivering a high-impact presentation on your partnership strategy.

Individual Impact

- Strengthen your leadership and interpersonal communication capabilities.
- Enhance confidence in negotiations, presentations, and stakeholder engagement.
- Build practical frameworks for managing collaboration and resolving conflict.
- Develop a personal communication and partnership development plan.

Organizational Impact

- Improve collaboration and cross-functional coordination.
- Strengthen external partnerships and stakeholder relationships.
- Enhance organizational reputation through effective communication.
- Foster a culture of trust, alignment, and mutual success.



Training Methodology

This program integrates strategic frameworks, experiential learning, and applied practice to ensure immediate workplace impact. Learning methods include:

- Real-world case studies and interactive simulations.
- Group exercises on negotiation, communication, and presentation skills.
- Role-play scenarios to enhance confidence and adaptability.
- Peer feedback and coaching for personalized improvement.
- Templates and toolkits for partnership planning and communication success.

Beyond the Course

Upon completion, participants will return equipped to lead with influence, collaborate strategically, and communicate with confidence in high-stakes professional settings. They will be ready to:

- Develop and manage partnerships that deliver measurable results.
- Communicate persuasively across all levels of the organization.
- Resolve conflicts and lead complex negotiations effectively.
- Present ideas and strategies with clarity, authority, and impact.

