

Mastering Strategic Alliances & Partnership Management

13 – 17 September 2027
Paris (France)

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PARTNER



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Ref: 321798_171315 **Date:** 13 – 17 September 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Why This Course

In today's interconnected business environment, strategic alliances and partnerships are key drivers of innovation, market expansion, and competitive advantage. Executives and managers must not only identify and select the right partners but also structure agreements, manage operations, and optimize collaborative value. This intensive 5-day program equips participants with practical tools and frameworks to create, manage, and enhance partnerships that deliver measurable business impact.

What You'll Learn and Practice

By participating in this course, you will:

- Develop a strategic approach to identifying and evaluating partnership opportunities.
- Master negotiation techniques to create mutually beneficial alliance agreements.
- Manage cultural differences and build trust in cross-organizational collaborations.
- Apply tools to measure alliance performance and manage associated risks.
- Leverage partnerships to drive innovation, growth, and competitive advantage.

Program Flow

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

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles and a checkered pattern, suggesting a strategic or competitive theme.

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 creating shared value

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
- Emerging trends in strategic alliance management

Training Methodology

This program integrates theory with practice to ensure actionable learning:

- Case studies on successful strategic alliances and partnerships
- Hands-on exercises in negotiation and agreement structuring
- Interactive workshops on cross-cultural collaboration and conflict resolution
- Tools and simulations for measuring performance and optimizing alliance outcomes

Beyond the Course

Participants will leave the program able to:

- Craft and negotiate robust alliance agreements with confidence.
- Manage complex, multi-stakeholder partnerships effectively.
- Drive innovation and value creation through collaborative ventures.
- Measure, communicate, and optimize the performance of alliances to leadership.
- Apply best practices to scale partnerships and build a strategic alliance portfolio.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.