# Managing Partnerships and Strategic Alliances Masterclass

28 December 2026 – 1 January 2027
Kigali (Rwanda)



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## Why This Course

Strategic partnerships and alliances can open new markets, strengthen capabilities, accelerate innovation, reduce risks, and create value that may be difficult for one organization to achieve alone. In today's interconnected business environment, organizations increasingly rely on collaboration to improve competitiveness, expand reach, and respond to complex market demands.

However, successful alliances do not happen by chance. They require clear strategic alignment, careful partner selection, strong negotiation, effective governance, open communication, performance measurement, and the ability to manage cultural, operational, and organizational differences.

This comprehensive 1-week course equips participants with advanced skills to manage partnerships and strategic alliances effectively. Through practical frameworks, case studies, negotiation exercises, partner evaluation tools, and performance scorecard development, participants will learn how to identify alliance opportunities, structure agreements, manage collaboration, resolve challenges, and maximize long-term value creation.

## What You'll Learn and Practice

By joining this program, you will:

- Understand the types, benefits, and strategic role of partnerships and alliances.
- Identify and evaluate potential alliance partners.
- Align partnerships with organizational strategy and growth priorities.
- Build a strong business case for strategic alliances.
- Structure alliance agreements with clear roles, responsibilities, and value expectations.
- Apply negotiation techniques that support mutual value creation.
- Understand key legal, financial, and governance considerations.
- Establish communication channels and decision-making processes.
- Manage resources, expectations, and cross-organizational collaboration.
- Develop KPIs and performance monitoring systems for alliances.
- Manage cultural and organizational differences effectively.
- Resolve conflicts and strengthen problem-solving in partnerships.
- Assess risks, improve alliance performance, and plan exit strategies when needed.



## The Program Flow

### Day 1: Foundations of Strategic Alliances

- Understanding types and benefits of strategic partnerships.
- Strategic alliances, joint ventures, channel partnerships, ecosystem partnerships, and collaboration models.
- Aligning alliances with organizational strategy.
- Identifying alliance opportunities and strategic fit.
- Partner selection criteria and evaluation methods.
- Building a business case for strategic alliances.
- Practical exercise: Developing a strategic alliance opportunity map.

### Day 2: Structuring and Negotiating Alliances

- Key components of alliance agreements.
- Defining objectives, scope, roles, resources, responsibilities, and expected value.
- Negotiation strategies for mutual value creation.
- Managing interests, trade-offs, and long-term relationship needs.
- Legal and financial considerations in partnerships.
- Governance structures and decision-making processes.
- Workshop: Negotiating and structuring a partnership agreement scenario.

### Day 3: Managing Alliance Operations

- Implementing effective communication channels.
- Establishing operating rhythms, reporting routines, and escalation paths.
- Resource allocation and management in alliances.
- Coordinating activities across organizations and functions.
- Performance monitoring and KPI development.
- Managing cultural and organizational differences.
- Practical exercise: Designing an alliance operating model and KPI framework.

### Day 4: Optimizing Alliance Performance

- Strategies for value co-creation and innovation.
- Leveraging combined strengths, capabilities, and market access.
- Conflict resolution and problem-solving techniques.
- Managing misalignment, performance gaps, and stakeholder expectations.
- Leveraging partnerships for competitive advantage.
- Continuous improvement and alliance evolution.
- Workshop: Creating an alliance improvement and value creation plan.



### Day 5: Advanced Alliance Management

- Managing portfolios of multiple alliances.
- Prioritizing partnerships based on strategic value and performance.
- Risk assessment and mitigation strategies.
- Managing dependency, confidentiality, reputational, operational, and financial risks.
- Exit strategies and alliance termination.
- Future trends in strategic partnerships and business ecosystems.
- Final activity: Developing a strategic alliance roadmap for your organization.

## Individual Impact

- Strengthen your ability to identify and evaluate strategic partnership opportunities.
- Improve confidence in structuring and negotiating alliance agreements.
- Build practical skills in alliance governance, communication, and performance management.
- Enhance your ability to manage cross-cultural and organizational differences.
- Gain tools for resolving partnership conflicts and improving collaboration.
- Develop a more strategic mindset for managing alliance value and risk.

## Work Impact

- Improve the quality and success rate of strategic partnerships.
- Strengthen partner selection, evaluation, and due diligence practices.
- Increase value creation from existing and future alliances.
- Improve governance, accountability, and communication across partnerships.
- Reduce risks related to misalignment, conflict, and poor performance.
- Build a stronger partnership ecosystem that supports growth and competitive advantage.

## Training Methodology

This program uses a practical and strategy-focused approach to help participants apply alliance management tools in real business contexts. Learning methods include:

- Interactive discussions and guided facilitation.
- Strategic alliance case studies and partnership examples.
- Partner selection and evaluation exercises.
- Business case development workshops.
- Negotiation simulations and agreement structuring practice.
- Alliance governance and KPI design activities.
- Conflict resolution and risk management scenarios.
- Group work, peer feedback, and practical action planning.



## Beyond the Course

Upon completion, participants will be equipped to manage partnerships and alliances with greater structure, confidence, and strategic focus. They will return ready to:

- Develop a strategic alliance roadmap for their organization.
- Create a toolkit for partner selection and evaluation.
- Design a customized alliance performance scorecard.
- Improve value creation in existing partnerships.
- Manage risks, conflicts, and governance challenges more effectively.
- Build collaborative relationships that support sustainable growth and competitive advantage.

