Certified Partnership Specialist (CPS) Training Program

9 – 13 November 2026
Amsterdam (Netherlands)



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Why This Course

Strategic partnerships can help organizations expand reach, improve capabilities, enter new markets, share resources, innovate faster, and create stronger value for stakeholders. Yet successful partnerships require more than good intentions. They need clear strategy, careful partner selection, strong governance, effective communication, mutual trust, and disciplined performance management.

Partnership specialists must be able to plan partnerships strategically, assess potential partners, establish governance structures, negotiate agreements, manage expectations, resolve conflicts, and use technology to improve collaboration and tracking. These skills are essential for building partnerships that are sustainable, productive, and aligned with organizational goals.

The Certified Partnership Specialist training program is an intensive 1-week course designed to equip professionals with the knowledge and skills needed to excel in partnership management. Through practical frameworks, case studies, negotiation exercises, partner assessment tools, and implementation planning, participants will gain the confidence to manage partnerships effectively across different sectors and organizational contexts.

What You'll Learn and Practice

By joining this program, you will:

- Understand the importance of strategic partnerships in organizational success.
- Explore different types of partnerships and their benefits.
- Apply the partnership lifecycle and management framework.
- Develop partnership strategies aligned with organizational goals.
- Conduct partnership needs assessments.
- Create practical partnership roadmaps.
- Identify and manage risks in partnership arrangements.
- Establish governance structures, roles, responsibilities, and decision-making processes.
- Assess, evaluate, and select suitable partners.
- Conduct due diligence on potential partners.
- Develop partnership agreements and memoranda of understanding.
- Strengthen communication, negotiation, and conflict resolution skills.
- Manage cultural differences in global partnerships.
- Use KPIs and performance measures to monitor partnership success.
- Integrate technology to enhance partnership management.
- Plan for scaling, expansion, exit, and partnership termination.



The Program Flow

Day 1: Introduction to Partnership Management

- Understanding the importance of strategic partnerships.
- Exploring how partnerships support growth, innovation, impact, and operational capability.
- Types of partnerships and their benefits.
- Key elements of successful partnerships.
- Common reasons partnerships succeed or fail.
- Partnership lifecycle and management framework.
- Practical exercise: Mapping current or potential partnership opportunities.

Day 2: Partnership Planning and Strategy

- Developing a partnership strategy aligned with organizational goals.
- Conducting partnership needs assessment.
- Identifying gaps, opportunities, and strategic partnership priorities.
- Creating a partnership roadmap.
- Defining objectives, expected value, resources, timelines, and responsibilities.
- Risk assessment and mitigation in partnerships.
- Workshop: Building a comprehensive partnership strategy and roadmap.

Day 3: Governance and Partner Assessment

- Establishing effective governance structures.
- Defining roles, decision rights, escalation paths, and reporting routines.
- Partner selection criteria and evaluation methods.
- Assessing strategic fit, capability, reputation, resources, culture, and risk.
- Due diligence processes for potential partners.
- Creating partnership agreements and MOUs.
- Practical exercise: Designing a partner evaluation tool and governance model.

Day 4: Communication and Negotiation in Partnerships

- Effective communication strategies for partnerships.
- Managing expectations, transparency, and information flow.
- Negotiation techniques for win-win outcomes.
- Preparing for partnership negotiations and managing trade-offs.
- Managing cultural differences in global partnerships.
- Conflict resolution in partnership settings.
- Role play: Negotiating a partnership agreement and resolving a partner challenge.



Day 5: Advanced Partnership Management

- Performance measurement and KPIs for partnerships.
- Creating partnership scorecards and review processes.
- Technology integration for partnership management.
- Using digital tools for collaboration, reporting, relationship tracking, and knowledge sharing.
- Scaling and expanding successful partnerships.
- Exit strategies and partnership termination.
- Final activity: Presenting a partnership management plan for long-term success.

Individual Impact

- Strengthen your confidence in planning and managing strategic partnerships.
- Improve your ability to assess, select, and engage suitable partners.
- Build practical skills in governance design, communication, negotiation, and conflict resolution.
- Gain tools for measuring partnership performance and managing risks.
- Improve your ability to use technology for partnership coordination and reporting.
- Develop a more strategic approach to long-term partnership success.

Work Impact

- Improve the quality and effectiveness of organizational partnerships.
- Strengthen partner selection, due diligence, and governance practices.
- Reduce partnership risks through clearer agreements, roles, and communication.
- Improve collaboration, accountability, and performance tracking.
- Support stronger value creation from strategic partnerships.
- Build scalable partnership models that contribute to sustainable organizational success.

Training Methodology

This program uses a practical and partnership-focused learning approach to help participants apply CPS concepts directly in professional settings. Learning methods include:

- Interactive discussions and guided facilitation.
- Partnership management case studies.
- Partnership needs assessment and roadmap workshops.
- Partner selection and due diligence exercises.
- Governance structure and MOU development activities.
- Communication and negotiation role plays.
- Partnership KPI and scorecard design.
- Technology integration and partnership management scenarios.
- Peer feedback, facilitator coaching, and practical action planning.



Beyond the Course

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

- Develop and implement comprehensive partnership strategies.
- Establish effective governance structures.
- Select suitable partners using clear assessment criteria.
- Apply communication and negotiation techniques for stronger partnership outcomes.
- Use technology to improve partnership management efficiency.
- Build long-term partnerships that create measurable value and support organizational success.

