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PLANNING AND STRATEGY MANAGEMENT | PSM-001

Strategic Partnership Models

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Course content

Why Attend

Participating in the "Strategic Partnership Models" course is a transformative opportunity for anyone looking to excel in today's collaborative business environment. This course provides a comprehensive examination of the art of forming and managing strategic partnerships, equipping you with the knowledge and skills necessary to leverage these alliances as powerful drivers of growth. You'll learn how to strategically identify and align with the right partners, navigate complex negotiations, and build lasting, productive relationships.

The course includes hands-on exercises and real-world examples that drive key strategies and best practices. By engaging with industry experts and peers, you'll gain actionable insights that can be immediately applied to enhance your organization's collaboration efforts.

Equip yourself with the tools to create and sustain successful partnerships, positioning your organization for greater innovation and competitive advantage. Join us and unlock the full potential of your collaborative ventures to achieve exceptional results.

Course Methodology

The course combines interactive workshops, real-world case studies, and expert-led discussions to offer practical, hands-on learning experiences. Participants will engage in collaborative exercises and activities designed to enhance their skills in building and managing strategic partnerships effectively.

Course Objectives

By the end of the course, participants will be able to:

• Define strategic partnerships and understand their critical role in the modern business landscape, including their benefits and significance

• Explain the foundational concepts of strategic partnerships, including different types of partnerships and their benefits and drawbacks

• Master the process of identifying and selecting the right partners, negotiating and structuring effective agreements, and managing ongoing partnerships

• Explore how to leverage partnerships for innovation, market expansion, and cost efficiency

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Course Objectives

• Apply the skills to measure the success of strategic partnerships, address common challenges, and implement effective exit strategies when necessary

Target Audience

This course is designed for business leaders, managers, and strategic planners seeking to enhance their skills in forming and managing effective partnerships. It is ideal for professionals involved in business development, project management, and those responsible for fostering collaborative relationships within their organizations. Additionally, it benefits individuals aiming to leverage strategic partnerships for innovation and market expansion.

Target Competencies

• Partnership Strategy Development

• Negotiation Skills

• Relationship Management

• Conflict Resolution

• Performance Measurement

• Innovation and Market Expansion

Course outline

• Exploring the fundamental concepts and definitions of strategic partnerships

• Understanding why strategic partnerships are crucial in today's business environment

• Reviewing different forms of strategic partnerships, such as joint ventures, strategic alliances, and partnerships

• Analyzing the advantages and potential challenges associated with forming strategic partnerships

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Course outline

- Examining real-world examples to illustrate successful and unsuccessful strategic partnerships
- Delving into the principles and theories behind strategic partnerships
- Identifying and prioritizing key stakeholders through power-interest analysis
- Evaluating potential partners using the attractiveness vs. compatibility matrix
- Clarifying roles and responsibilities using the RACI framework
- Screening strategic partnership opportunities based on risk and impact
- Developing skills for scouting, evaluating, and selecting suitable partners
- Mastering the art of negotiation to create agreements that benefit all parties involved
- Learning about different partnership structures and how to implement them effectively
- Understanding the importance of communication in maintaining successful partnerships
- Exploring strategies for resolving conflicts and managing disputes within partnerships
- Exploring methods for leveraging partnerships to drive innovation and co-develop products
- Learning how to create and implement collaborative marketing and sales strategies
- Understanding strategies for using partnerships to enter new markets and achieve global expansion
- Analyzing how to streamline operations and share resources to reduce costs
- Examining how partnerships can facilitate the transfer and adoption of new technologies
- Co-Creation of value
- Evaluating strategic, operational, and cultural fit
- Value proposition sustainability
- Communication and governance structures
- Turning successful partnerships into brand, reputational, or market assets

Seminar dates

Available seminar dates

Live dates and pricing for Strategic Partnership Models generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Paris - France	Classroom	**€4,500.-**
3 - 7 August 2026	Frankfurt - Germany	Classroom	**€3,250.-**
12 - 16 October 2026	Frankfurt - Germany	Classroom	**€3,250.-**
9 - 13 November 2026	Rome - Italy	Classroom	**€4,250.-**
14 - 18 December 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**

Live online option	Online delivery is available at €1,850.-.