

€ TRAINING

Building and Managing Strategic Partnership



25 - 29 August 2024
Amman (Jordan)



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REF: ST1325 DATE: 25 - 29 August 2024 Venue: Amman (Jordan) - Fee: 3350 Euro

Introduction:

This training program is designed to empower professionals with the skills and insights needed to build and manage strategic partnerships effectively. It focuses on the critical elements of creating, maintaining, and optimizing alliances that align with organizational goals and enhance mutual growth.

Program Objectives:

By the end of this program, participants will be able to:

- Identify and establish valuable strategic partnerships.
- Develop frameworks for managing partnerships collaboratively.
- Navigate challenges and conflicts within partnerships.
- Measure the success and impact of strategic alliances.
- Enhance communication and negotiation skills to foster strong relationships.

Targeted Audience:

- Business Development Managers.
- Strategic Alliance Coordinators.
- Corporate Executives.
- Project Managers.
- Marketing and Sales Professionals.

Program Outline:

Unit 1:

Fundamentals of Strategic Partnerships:

- Understanding the importance of strategic partnerships in modern business.
- Criteria for identifying potential partners.
- Aligning partnership goals with organizational strategies.

- The role of corporate culture in partnerships.
- Overview of different types of strategic alliances.

Unit 2:

Establishing Strategic Partnerships:

- Steps for initiating and formalizing partnerships.
- Legal and ethical considerations in partnership agreements.
- Setting clear objectives and roles within the partnership.
- Communication strategies to kickstart the partnership effectively.
- Building trust and mutual respect from the onset.

Unit 3:

Managing and Sustaining Partnerships:

- Tools and techniques for managing ongoing partnerships.
- Strategies for conflict resolution and handling disagreements.
- Regular review and adjustment processes.
- Leveraging technology to enhance partnership management.
- Case study: A successful long-term strategic partnership.

Unit 4:

Measuring and Evaluating Partnership Success:

- Key performance indicators KPIs for assessing partnerships.
- Feedback mechanisms and performance reviews.
- Renewing and renegotiating partnerships based on performance outcomes.
- Exit strategies for underperforming partnerships.
- Learning from partnership experiences to improve future alliances.

Unit 5:

Advanced Skills for Partnership Management:

- Advanced negotiation techniques tailored to complex partnerships.
- Enhancing inter-organizational collaboration and teamwork.
- Strategic decision-making within partnerships.
- Utilizing data and analytics to inform partnership strategies.
- Developing leadership capabilities to steer partnerships towards success.