

# € TRAINING

Building & Managing Strategic Partnership



3 - 7 June 2024  
Bangkok (Thailand)  
JW Marriott Bangkok



# Building & Managing Strategic Partnership

REF: ST1325 DATE: 3 - 7 June 2024 Venue: Bangkok (Thailand) - JW Marriott Bangkok Fee: 6960 Euro

## Introduction:

This program will provide the participant the know-how to: Understand Strategic alliances; Management system needs of Strategic alliances; Causes of Failure of Alliances; Determining the suitability of a proposed alliance

Also Covered: Prequalification System for Potential Partnerships, Using Partnership Concepts for Developing Internal Improvement Projects, Vendors and Suppliers, Research Cooperation, Consultant or Professional Services Suppliers and Outsourcing Business Processes

## Course Objectives:

At the end of this course the participants will be able to:

- Produce a strategic map of prospective allies and potential arrangements
- Analyze and rank-order "best" opportunities
- Design a compelling value proposition for a proposed arrangement
- Explain the benefits and costs of different deal-alliance structures
- Develop an execution plan for an arrangement, including monitoring-assessing success

## Targeted Audience:

- Everyone Involved in Partnership & Alliance: Proposal Preparation, Evaluation of Existing Alliances, Negotiation, and Making Alliances Work. All participants will take away a good multi-discipline understanding of the issues involved in their work. The program will help participants quickly become productive quickly and help build a knowledge framework that will help them identify, understand, classify and remember this program discussed technology, On the job learning, and life experiences.

## Course Outlines:

### Unit 1:

- Major Practical Problems
- Some Industry Terminology
- The Legal Requirements & Implications
- Partnership Formation Business Process

### Unit 2:

- Strategic Rationale/Focus
- How to assess your own strengths, weaknesses, and exposures, and those of your partner or proposed partner?
- Who will gain the most from an alliance?

### Unit 3:

- What could you lose?

- How to check if the alliance fits your Strategic Needs?
- How to check if the alliance meets the key criteria for success?

#### Unit 4:

- Strategic Goals of Partnerships
- Golden Rules of strategic partnerships or alliances
- How we will implement the Post Partnership Agreement Activities?
- What will be required to Make the partnership Work?

#### Unit 5:

- Partnership Success Periodic Reviews & KPIs
- Prequalification System for Potential Partnerships
- Using Partnership Concepts for Developing Vendors and Suppliers; Research Cooperation; Consultant or Professional Services Suppliers; Outsourcing Business Processes.
- Program Recommendations