

# € TRAINING

Managing Strategic Alliances and  
Partnerships



29 April - 3 May 2024  
Casablanca (Morocco)  
New Hotel



# Managing Strategic Alliances and Partnerships

REF: ST2029 DATE: 29 April - 3 May 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

A strategic vision, a healthy connection, and negotiation skills are necessary for successful strategic alliances and partnerships to bring collaborating parties together and maximize their contributions.

The advancements in management theory and practice of strategic alliances, commercial networks, and collaborative ventures will be the main topics of this training course. The Managing Strategic Alliances & Partnerships training program is intended to improve managers' knowledge and abilities so they can perform well in cooperative settings. Managers and executives will gain knowledge about managing long-term strategic alliances and partnerships, maximizing the interests of their organizations, and facilitating group decision-making for future growth through this training course.

## Course Objectives:

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

- Increase your awareness, understanding, and proficiency in how to use corporate networks, strategic alliances, and partnerships to your benefit.
- Create platforms for maximizing collaboration
- Enable delegates to learn about the effective planning and execution of business partnerships
- Combine advanced collaborative techniques with management skills
- Increase cultural sensitivity to remove obstacles to collaboration

## Targeted Audience:

- Business executives and managers
- Business development professionals
- Marketing and sales teams
- Operations and supply chain managers
- Start-up founders and entrepreneurs.

## Course Outlines:

### Unit 1: Initiating Alliances and Partnerships

- Introduction to the strategic alliance life cycle
- Motives for collaboration
- Selecting partners and forming business relationships
- How to measure compatibility and partner fit
- Joint ventures, supplier networks, strategic alliances, and public-private partnerships

### Unit 2: Structuring Collaborative Work

- Types of strategic alliances and partnerships
- Cross-border management structures
- Creating cross-border virtual teams

- Motivating and brokerage for collaboration
- Discover a joint perspective and partner differences
- Collaborative strategies and execution

### Unit 3: Managing Shared Resources and Value Co-Creation

- Distinguishing between bi-lateral and multi-lateral collaborations
- Managing complex relationships
- Sharing resources and optimization of outcomes
- Upstream and downstream value co-creation
- Negotiating and managing contingencies
- Contracts, renewals, trust, and lock-in effects
- Communication and interfaces between partners

### Unit 4: Designing Open Innovation Platforms

- Coordination and control in collaborative settings
- Facilitating networking
- Public-private partnerships and multi-stakeholder engagement
- Open access and open innovation - procedures and practices for shared access
- Regulation and governance of platforms for shared resources
- Maximizing learning and developing absorptive capacity

### Unit 5: Performance Evaluation and Learning from Strategic Alliance Partners

- Assessing the advantages and disadvantages of partnerships
- Overcoming barriers to collaboration and conflict resolution
- Managing continuous improvement
- Balancing across coordination costs and benefits
- Creating high-performance strategic partnerships
- Examples of strategic alliance success and failure
- Alliance termination, exit clause and buy-out formula