



*Training Course:  
Advanced Strategic Alliances and Partnership*

*19 - 23 May 2025  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

## Training Course: Advanced Strategic Alliances and Partnership

Training Course code: LS235094 From: 19 - 23 May 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam Training Course Fees: 5250 € Euro

### Introduction

In today's dynamic and interconnected business landscape, strategic alliances and partnerships have become essential tools for organizations aiming to drive growth, innovation, and competitive advantage. These collaborative ventures offer unique opportunities to leverage each other's strengths, access new markets, share resources, and achieve collective goals. However, managing and leveraging strategic alliances effectively requires a nuanced understanding of various factors, from negotiation and governance to performance management and conflict resolution. This comprehensive program is designed to equip participants with the knowledge, skills, and frameworks needed to create, manage, and leverage successful strategic alliances and partnerships.

### Target Audience

The program is tailored for professionals across diverse industries who are involved in or responsible for strategic alliances and partnerships. The target audience includes, but is not limited to:

- Executives and Senior Managers: Leaders who seek to foster alliances as a strategic growth avenue and enhance the organization's competitiveness through partnerships.
- Business Development Professionals: Individuals engaged in identifying and pursuing alliance opportunities to expand market presence and drive business growth.
- Sales and Marketing Professionals: Professionals who aim to utilize strategic alliances as a means to access new customer segments and distribution channels.
- Operations and Supply Chain Professionals: Individuals seeking to optimize operational efficiencies and resource utilization through collaborative partnerships.
- Project Managers and Program Managers: Those responsible for overseeing alliance initiatives and ensuring successful project execution within the partnership context.

### Objectives

Throughout the program, participants will strive to achieve the following objectives:

- Develop a Comprehensive Understanding: Gain in-depth insights into the key concepts, frameworks, and types of strategic alliances and partnerships, along with the strategic rationale behind forming these alliances.

- **Enhance Negotiation and Structuring Skills:** Acquire essential negotiation techniques and strategies to foster win-win scenarios during alliance formation, and understand the legal and financial aspects of structuring successful partnerships.
- **Establish Effective Governance and Performance Management:** Learn to design robust governance mechanisms, establish communication channels, and develop performance measurement systems to monitor and optimize alliance performance.
- **Leverage Alliances for Organizational Success:** Discover how to utilize alliances to expand market presence, foster innovation, access new technologies, and achieve competitive advantages.
- **Identify Key Success Factors and Mitigate Challenges:** Understand the critical factors that contribute to the success of strategic alliances and learn effective conflict resolution techniques to address challenges that may arise during the alliance journey.

## Training program outline

### Day 1:

#### Day 1: Introduction to Strategic Alliances and Partnerships

- Understanding the Landscape of Strategic Alliances
  - Definition and types of strategic alliances e.g., equity-based alliances, non-equity alliances, global alliances.
  - Advantages and disadvantages of forming strategic alliances.
  - Real-world examples of successful strategic alliances and partnerships.
- Strategic Rationale and Objectives
  - Identifying the strategic objectives and drivers for forming alliances.
  - Assessing market opportunities and competitive positioning through alliances.
  - Aligning alliance goals with overall organizational strategy.
- Due Diligence and Partner Selection
  - Conducting due diligence on potential alliance partners.
  - Criteria for evaluating partner compatibility and suitability.
  - Best practices for selecting the right alliance partners.

#### Day 2: Alliance Structure and Negotiation

- Designing the Alliance Structure
  - Deciding on the appropriate governance model for the alliance.
  - Drafting the partnership agreement and defining roles and responsibilities.

- Addressing intellectual property rights, confidentiality, and exclusivity.
- Effective Negotiation Strategies
  - Understanding the negotiation process for alliances.
  - Building win-win scenarios and managing conflicts during negotiations.
  - Key legal and contractual considerations in alliance negotiations.
- Financial and Resource Allocation
  - Allocating resources and investments for the alliance.
  - Determining cost-sharing and revenue-sharing mechanisms.
  - Managing financial risks and ensuring equitable benefits for partners.

#### Day 3:

##### Governance and performance management, including the key skills for creating effective governance and performance management systems

- Governance and performance management, including the key skills for creating effective governance and performance management systems.
- Setting up effective communication and coordination mechanisms.
- Developing metrics for measuring and monitoring the performance of alliances and partnerships.

#### Day 4:

##### Leveraging alliances and partnerships to achieve organizational goals, including the key success factors for strategic alliances and partnerships

- Leveraging alliances and partnerships to achieve organizational goals, including the key success factors for strategic alliances and partnerships.
- Understanding the role of culture and communication in alliance success.
- Identifying and managing conflicts and resolving disputes.

#### Day 5: Review, Action Planning, and Program Evaluation

- Review of Key Concepts and Takeaways
- Identifying individual and organizational learnings from the program.
- Addressing any remaining questions or uncertainties.
- Action Planning for Alliance Management

- Creating personalized action plans for participants to implement in their organizations.
  - Setting milestones and timelines for alliance-related activities.
  - Identifying potential challenges and risk mitigation strategies.
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- Program Evaluation and Closing
    - Assessing the overall effectiveness of the program.
    - Collecting feedback from participants for future improvements.
    - Concluding the program and acknowledging participants' achievements.

## Registration form on the Training Course: Advanced Strategic Alliances and Partnership

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
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 Official E-Mail: .....

### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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 Personal E-Mail: .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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