



*Training Course:
Strategic Alliances and Partnership*

*10 - 14 March 2025
Amsterdam (Netherlands)
Grand Hotel Amrâth Amsterdam*

Training Course: Strategic Alliances and Partnership

Training Course code: LS234947 From: 10 - 14 March 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth
Amsterdam Training Course Fees: 5250 € Euro

Introduction:

The program is designed to provide participants with a comprehensive understanding of the strategies and tactics for creating, managing, and leveraging strategic alliances and partnerships. The program will cover topics such as alliance structure, negotiation, governance, and performance management. Participants will learn how to create, manage, and leverage strategic alliances and partnerships to achieve their organizational goals.

Objectives:

- Understand the key concepts and frameworks for creating, managing, and leveraging strategic alliances and partnerships
- Learn the key skills for negotiating and structuring alliances
- Learn how to create effective governance and performance management systems for strategic alliances and partnerships
- Learn how to leverage alliances and partnerships to achieve organizational goals
- Understand the key success factors for strategic alliances and partnerships

Target Audience:

The program is designed for professionals with an interest in strategic alliances and partnerships, including:

- Executives and managers responsible for strategic alliances and partnerships
- Business development professionals
- Sales and marketing professionals
- Operations and supply chain professionals
- Project managers and program managers

Outlines:

Day 1:

Introduction to strategic alliances and partnerships, including key concepts and frameworks

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- Overview of the different types of strategic alliances and partnerships: joint ventures, strategic partnerships, and collaborative agreements.
- Understanding the strategic rationale for forming alliances and partnerships.

Day 2:

Alliance structure and negotiation, including the key skills for negotiating and structuring alliances

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- Understanding the legal and financial aspects of alliance formation and management.
- Identifying and managing risks and uncertainties.

Day 3:

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

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- 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 and synthesis of key concepts and tools, action planning for alliance management, and program evaluation

- Review and synthesis of key concepts and tools
- Action planning for alliance management

- Program evaluation and closing.

Registration form on the Training Course: Strategic Alliances and Partnership

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