



*Training Course:
Advanced Techniques in Strategic Partnership
Planning and Execution*

*12 - 16 May 2025
Amsterdam (Netherlands)
Grand Hotel Amrâth Amsterdam*

Training Course: Advanced Techniques in Strategic Partnership Planning and Execution

Training Course code: LS235582 From: 12 - 16 May 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth
Amsterdam Training Course Fees: 5250 € Euro

Introduction

This 5-day training program is designed for directors and senior executives responsible for creating, managing, and optimizing strategic partnerships. The course focuses on advanced techniques for identifying potential partners, negotiating agreements, and executing partnership strategies that align with organizational goals. Participants will gain the skills to manage partnerships effectively, maximize value, and foster long-term relationships.

Target Audience

- Senior executives and directors
- Business development managers
- Strategic planners and corporate development professionals
- Partnership and alliance managers
- Leaders responsible for forming and managing collaborations

Objectives

- Master advanced techniques for strategic partnership planning and execution.
- Learn how to identify, evaluate, and select potential partners.
- Develop strategies for negotiating and structuring partnership agreements.
- Gain skills in managing and optimizing partnerships for long-term success.
- Understand how to align partnership strategies with organizational goals.
- Learn how to measure the performance and value of strategic partnerships.

Outline

Day 1:

Strategic Partnership Fundamentals

- Understanding the role of strategic partnerships in organizational growth.

- Identifying different types of partnerships: alliances, joint ventures, collaborations, etc.
- Evaluating partnership opportunities aligned with business objectives.
- Key factors for successful partnerships: culture, goals, and mutual benefits.
- Case studies: Successful strategic partnerships across industries.

Day 2:

Partner Selection and Evaluation

- Techniques for identifying potential partners and evaluating fit.
- Assessing a partner's strategic alignment, capabilities, and resources.
- Due diligence processes: Financial, operational, and reputational assessments.
- Analyzing risks and opportunities in potential partnerships.
- Workshop: Developing a partner evaluation framework for your organization.

Day 3:

Negotiating and Structuring Partnership Agreements

- Best practices for negotiating partnership terms and agreements.
- Structuring partnerships to ensure mutual value and long-term success.
- Defining roles, responsibilities, and governance in partnership agreements.
- Protecting intellectual property, confidentiality, and risk management in partnerships.
- Group activity: Simulating a partnership negotiation and agreement process.

Day 4:

Managing and Optimizing Strategic Partnerships

- Leading and managing cross-functional teams to execute partnership plans.
- Building trust, transparency, and effective communication with partners.
- Ensuring alignment between partnership activities and organizational goals.
- Measuring partnership performance: KPIs and success metrics.
- Workshop: Developing a partnership management plan for an existing or potential partnership.

Day 5:

Sustaining Long-Term Partnership Success

- Strategies for maintaining and strengthening long-term partnerships.
- Managing conflicts, challenges, and changes in partnership dynamics.
- Leveraging partnerships for innovation and competitive advantage.
- Evolving partnerships: Scaling up, renewing agreements, or exiting partnerships.
- Final exercise: Creating a long-term strategic partnership plan for your organization.

Registration form on the Training Course: Advanced Techniques in Strategic Partnership Planning and Execution

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