



*Training Course:
Strategic Partnership*

*28 September - 2 October 2025
Amman (Jordan)*

Training Course: Strategic Partnership

Training Course code: LS236277 From: 28 September - 2 October 2025 Venue: Amman (Jordan) - Training Course Fees: 3550 € Euro

Introduction

The Strategic Partnership training program, designed by Global Horizon Training Center, equips professionals with the knowledge, skills, and tools necessary to establish, manage, and sustain successful partnerships that drive organizational growth and competitiveness. In today's interconnected global market, strategic partnerships have become essential for accessing new markets, leveraging shared resources, fostering innovation, and achieving long-term objectives. This program combines theory with practical applications to ensure participants can design effective partnership strategies, manage stakeholder relationships, and align collaboration with organizational goals.

Objectives

By the end of this program, participants will be able to:

- Understand the principles and value of strategic partnerships.
- Identify, evaluate, and select potential partners aligned with organizational objectives.
- Develop frameworks and agreements that ensure win-win outcomes.
- Manage partnership life cycles from initiation to evaluation.
- Leverage partnerships to enhance innovation, market expansion, and resource optimization.
- Mitigate risks and resolve conflicts in collaborative arrangements.

Course Methodology

The training employs a combination of:

- Lectures and expert insights to explain core concepts.
- Case studies on global and regional partnership successes and failures.
- Interactive group exercises to simulate real-life scenarios.
- Role-playing and negotiation simulations for hands-on practice.

- Workshops and projects to develop customized partnership strategies.

Organizational Impact

Organizations investing in this program will achieve:

- Stronger, more resilient partnerships with stakeholders, suppliers, and clients.
- Enhanced innovation and market positioning through collaborative ventures.
- Improved negotiation outcomes and conflict resolution in partnerships.
- Increased resource efficiency and cost savings by leveraging synergies.
- A sustainable framework for long-term collaborations.

Target Audience

- Directors, Managers, and Senior Executives.
- Business Development and Strategy Professionals.
- Partnership, Alliance, and Stakeholder Managers.
- Government Officials engaged in public-private partnerships.
- Nonprofit Leaders and Program Managers.
- Consultants and Advisors working on strategic collaborations.

Outline

Day 1: Foundations of Strategic Partnerships

- Understanding strategic partnerships: definitions and types
- Partnership versus traditional business relationships
- Key drivers of collaboration in the global economy
- Frameworks for successful partnerships

- Case study: Strategic alliances in global markets

Day 2: Partner Identification and Selection

- Criteria for identifying potential partners
- Aligning partnerships with organizational strategy
- Tools for partner evaluation and risk assessment
- Building trust and credibility in early stages
- Workshop: Mapping and evaluating potential partners

Day 3: Designing and Structuring Partnerships

- Partnership models: joint ventures, alliances, consortia, and PPPs
- Legal and contractual considerations
- Governance and decision-making mechanisms
- Financial structures and resource sharing
- Role-play: Drafting a partnership framework agreement

Day 4: Managing and Sustaining Partnerships

- Communication and coordination strategies
- Conflict management and negotiation techniques
- Performance measurement and KPIs for partnerships
- Cultural and organizational alignment challenges
- Case study: Lessons from failed partnerships

Day 5: Innovation, Growth, and Future Trends

- Leveraging partnerships for innovation and market expansion
- Strategic partnerships in digital transformation and sustainability
- Emerging trends: cross-sector and international collaborations
- Group project: Designing a strategic partnership plan
- Final presentations and program conclusion.

Registration form on the Training Course: Strategic Partnership

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