



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

*19 - 23 July 2027
Amsterdam (Netherlands)*

Training Course: Advanced Techniques in Strategic Partnership Planning and Execution

Training Course code: LS235582 From: 19 - 23 July 2027 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775
€ Euro

Introduction

In today's interconnected and competitive business environment, strategic partnerships have become a key driver of growth, innovation, and market expansion. This program, designed by [Global Horizon Training Center](#), equips senior leaders with advanced frameworks and practical tools to effectively plan, negotiate, and manage high-impact partnerships.

The program focuses on aligning partnership strategies with organizational objectives, maximizing value creation, and building sustainable, long-term collaborations. Participants will gain the expertise required to identify the right partners, structure effective agreements, and optimize partnership performance to achieve strategic success.

Objectives

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

- Apply advanced techniques in strategic partnership planning and execution
- Identify, evaluate, and select high-value strategic partners
- Develop and negotiate effective partnership agreements
- Manage and optimize partnerships for long-term performance
- Align partnership strategies with organizational goals
- Measure and enhance the value and impact of partnerships

Target Audience

This program is designed for:

- Senior Executives and Directors
- Business Development Managers
- Strategic Planning and Corporate Development Professionals
- Partnership and Alliance Managers
- Leaders responsible for collaboration and partnerships

Program Outline

Day 1: Strategic Partnership Fundamentals

- Role of partnerships in organizational growth

- Types of strategic partnerships alliances, joint ventures, collaborations
- Identifying partnership opportunities aligned with strategy
- Success factors: alignment, culture, and shared value
- Case studies of successful partnerships

Day 2: Partner Selection and Evaluation

- Identifying and screening potential partners
- Assessing strategic fit, capabilities, and resources
- Due diligence financial, operational, reputational
- Risk and opportunity analysis
- Workshop: developing a partner evaluation framework

Day 3: Negotiation and Structuring Agreements

- Negotiation strategies and best practices
- Structuring win-win partnership agreements
- Defining governance, roles, and responsibilities
- Managing intellectual property and confidentiality
- Simulation: partnership negotiation exercise

Day 4: Managing and Optimizing Partnerships

- Managing cross-functional collaboration
- Building trust and effective communication
- Aligning partnership execution with organizational goals
- Measuring performance using KPIs
- Workshop: developing a partnership management plan

Day 5: Sustaining Long-Term Partnership Success

- Strengthening and maintaining partnerships
- Managing conflicts and evolving partnership dynamics
- Leveraging partnerships for innovation and growth
- Scaling, renewing, or exiting partnerships strategically
- Final exercise: developing a long-term partnership strategy

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

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