



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

*19 - 23 July 2027  
Madrid (Spain)*

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

Training Course code: LS235582 From: 19 - 23 July 2027 Venue: Madrid (Spain) - 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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€ Euro

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
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### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

Telephone:  
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place.

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registration  
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E-mail to us :  
info@gh4t.com  
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Complete & return the  
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