

Course Name

Managing Partnerships and Strategic Alliances Programme

Sector Name

HR Strategy and Training

Document Type

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Managing Partnerships and Strategic Alliances Programme

Course Introduction

Strategic partnerships and alliances have become essential drivers of organizational growth, innovation, and long-term sustainability in today's interconnected business environment.

This training program equips participants with the knowledge, practical frameworks, and international best practices required to establish, manage, and optimize strategic partnerships and alliances.

Participants will learn how to identify suitable partners, negotiate successful collaborations, develop governance structures, manage partnership performance, resolve challenges, and create sustainable alliances that deliver measurable value and support long-term organizational success.

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Target Audience

- ✓ Senior Managers and Department Heads
- ✓ Business Development Managers
- ✓ Strategy and Planning Professionals
- ✓ Partnership and Alliance Managers
- ✓ Project and Program Managers
- ✓ Executives responsible for external relations and strategic collaboration

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Learning Objectives

- ✓ Understand the strategic value of partnerships and alliances in achieving organizational objectives.
- ✓ Develop partnership strategies aligned with business priorities.
- ✓ Build effective governance frameworks for managing strategic alliances.
- ✓ Strengthen stakeholder engagement, collaboration, and relationship management.
- ✓ Measure partnership performance and manage partnership risks effectively.
- ✓ Develop sustainable partnership models that support long-term organizational growth.

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Managing Partnerships and Strategic Alliances Programme

Course Outline

✓ Day 01

Foundations of Strategic Partnerships

Understanding Strategic Alliances

- ✓ Types and models of strategic partnerships
- ✓ Business value of collaborative alliances
- ✓ Partnership lifecycle and success factors

Strategic Partnership Planning

- ✓ Aligning partnerships with organizational strategy
- ✓ Identifying partnership opportunities
- ✓ Selecting the right strategic partners

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Course Outline

✓ Day 02

Partnership Design and Governance

Building Effective Partnership Frameworks

- ✓ Defining partnership objectives and scope
- ✓ Establishing governance structures
- ✓ Clarifying roles, responsibilities, and accountability

Partnership Agreements and Collaboration Models

- ✓ Developing partnership frameworks and operating models
- ✓ Managing expectations and shared commitments
- ✓ Creating value-driven collaboration mechanisms

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Course Outline

✓ Day 03

Relationship Management and Stakeholder Engagement

Managing Strategic Relationships

- ✓ Building trust and long-term collaboration
- ✓ Effective communication across partner organizations
- ✓ Managing cultural and organizational differences

Stakeholder Engagement

- ✓ Identifying key stakeholders
- ✓ Strengthening stakeholder commitment
- ✓ Managing expectations and resolving conflicts

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Course Outline

✓ Day 04

Performance Management and Risk Control

Measuring Partnership Success

- ✓ Developing partnership performance indicators
- ✓ Monitoring outcomes and value creation
- ✓ Continuous improvement of partnership performance

Partnership Risk Management

- ✓ Identifying partnership risks
- ✓ Developing mitigation and contingency strategies
- ✓ Managing compliance and governance challenges

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Course Outline

✓ Day 05

Partnership Strategy Execution and Organizational Value

Evaluating Strategic Partnership Performance

- ✓ Measuring partnership outcomes using strategic KPIs, value creation metrics, and performance reviews.
- ✓ Assessing partnership maturity, organizational impact, and return on collaboration.
- ✓ Identifying improvement opportunities through continuous partnership evaluation.

Building Sustainable Strategic Alliances

- ✓ Developing long-term partnership strategies aligned with organizational objectives.
- ✓ Strengthening governance, collaboration capabilities, and executive sponsorship.
- ✓ Creating an action plan for sustaining high-performing strategic alliances.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 2, 2027	May 6, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 21, 2026	Sept. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	4950.00 \$	England , London
Nov. 23, 2026	Nov. 27, 2026	5 days	5950.00 \$	Switzerland , Zurich

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