BLACKBIRD FOR TRAINING

Strategic Partnerships Mastery

11 – 15 October 2027
Amsterdam (Netherlands)



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Ref: 3255146_333287 **Date:** 11 – 15 October 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Introduction

In today's interconnected and competitive markets, organizations succeed not only by executing internal strategies but also by building strong partnerships that create shared value. Strategic partnerships enable companies to access new markets, leverage resources, share risks, and achieve sustainable growth.

This course is designed to provide participants with the knowledge and skills to identify, develop, and manage strategic alliances and partnerships that drive long-term business success.

Through interactive case studies, group discussions, and practical exercises, participants will learn how to evaluate potential partners, design effective partnership models, and manage collaboration to achieve mutual goals.

Course Objectives

By the end of this course, participants will be able to:
Understand the role and value of strategic partnerships in achieving business objectives.
Identify and evaluate potential partners using structured analysis tools.
Develop partnership strategies that align with organisational goals and market trends.
Negotiate and structure partnership agreements for mutual benefit.
Manage and sustain partnerships to maximize value and mitigate risks.
Resolve challenges and conflicts to maintain productive long-term relationships.

Course Outlines

Day 1: Foundations of Telecommunications Regulation

- Defining strategic partnerships and their impact on growth.
- Different types of partnerships: alliances, joint ventures, networks.
- Assessing organizational readiness for partnership.
- Case Study: Successful global partnerships.

Day 2: Legal and Institutional Frameworks

- Market analysis and partner selection criteria.
- Tools for assessing partner capabilities and cultural fit.
- Risk assessment in partnership selection.
- Workshop: Building a partner evaluation matrix.



Day 3: Licensing and Market Entry

- Aligning partnership goals with corporate strategy.
- Partnership models: equity vs. non-equity alliances.
- Legal and contractual considerations.
- Financial and operational risk-sharing.
- Case Study: Structuring win-win agreements.

Day 4: Competition and Market Regulation

- Governance and performance management.
- Building trust and maintaining transparency.
- Managing cultural and organizational differences.
- Communication strategies for effective collaboration.
- Workshop: Creating a partnership roadmap.

Day 5: Spectrum Management

- Measuring partnership success and ROI.
- Adapting partnerships to market changes.
- Conflict resolution and partnership exit strategies.
- Building long-term strategic ecosystems.
- Group Exercise: Partnership strategy presentation.

Why Attend This Course: Wins & Losses!

- Gain the ability to leverage partnerships as a strategic growth driver.
- Reduce risk by structuring partnerships effectively.
- Enhance negotiation and communication skills for collaboration.
- Learn from real-world case studies and practical exercises.
- Develop a clear action plan to initiate and manage partnerships.

Conclusion

Strategic partnerships are not just transactions—they are powerful tools for innovation, expansion, and resilience.

This course equips participants with the insights and practical skills to identify opportunities, build strong alliances, and lead partnerships that deliver measurable value to all stakeholders.

