

Managing Strategic Alliances and Partnerships

London (UK)

15 - 19 June 2026

UK Training

PARTNER



Managing Strategic Alliances and Partnerships

Code: OC28 From: 15 - 19 June 2026 City: London (UK) Fees: 5100 Pound

Introduction

In today's fast-paced business environment, strategic alliances and partnerships play a critical role in achieving competitive advantage. However, successful collaborations require a clear strategic vision, a balanced relationship, and the ability to broker mutually beneficial partnerships. This course is designed to equip managers and executives with the essential skills and knowledge to manage strategic alliances and partnerships effectively. Participants will learn how to optimize their organization's interests, facilitate collaborative decision-making, and implement best practices in alliance management to drive future growth.

Course Objectives

By the end of this course, participants will:

- Gain a comprehensive understanding of how to gain a competitive advantage through business networks, strategic alliances, and partnerships.
- Develop frameworks for building collaborative advantage and managing diverse partnerships.
- Learn the essential techniques for designing and implementing successful business partnerships.
- Enhance their management skills with advanced collaborative techniques and strategies.
- Build cultural awareness to overcome barriers to collaboration in global or cross-border partnerships.
- Master the skills needed for effective risk management in strategic alliances.

Course Outlines

Day 1: Initiating Alliances and Partnerships

- Introduction to the strategic alliance life cycle and the process of forming successful partnerships.
- Motives for collaboration and aligning business goals with partner objectives.
- Selecting partners and forming business relationships: How to measure compatibility and partner fit.
- Overview of joint ventures, supplier networks, strategic alliances, and public-private partnerships.

Day 2: Structuring Collaborative Work

- Types of strategic alliances and partnerships in strategic management.
- Cross-border management structures and creating cross-border virtual teams.
- Motivating and facilitating collaboration: How to broker partnerships and overcome differences.
- Collaborative strategies for executing and optimizing the partnership.

Day 3: Managing Shared Resources and Value Co-Creation

- Distinguishing between bilateral and multi-lateral collaborations.

- Managing complex relationships and optimizing shared resources for value co-creation.
- Exploring upstream and downstream value co-creation in partnerships.
- Negotiating and managing contingencies: Contracts, renewals, trust-building, and managing lock-in effects.
- Communication strategies for effective partner interfaces.

Day 4: Designing Open Innovation Platforms

- Coordination and control in collaborative settings: Best practices in managing shared platforms.
- Facilitating networking within public-private partnerships and multi-stakeholder engagement.
- Open access and open innovation: Procedures for shared access to resources.
- Governance and regulation of platforms and shared resources in partnerships.
- Maximizing learning and developing absorptive capacity in collaborative settings.

Day 5: Performance Evaluation and Learning from Strategic Alliance Partners

- Assessing the advantages and disadvantages of partnerships and strategic alliances.
- Overcoming barriers to collaboration and techniques for conflict resolution.
- Managing continuous improvement in strategic partnerships: Balancing coordination costs and benefits.
- Building high-performance strategic partnerships through sustained engagement.
- Exploring strategic alliance success and failure stories.
- Alliance termination, exit clauses, and buy-out formulae.

Why Attend This Course: Wins & Losses!

- Enhance your alliance management skills and learn how to manage alliances strategically in dynamic business environments.
- Acquire the knowledge necessary to structure and manage diverse types of strategic alliances and partnerships.
- Master advanced partnership management strategies to optimize outcomes for both sides.
- Gain critical skills to navigate cultural differences and foster collaboration across borders, which is vital for international partnerships.
- Learn from real-world case studies of successful and failed alliances to avoid common pitfalls and maximize the effectiveness of future partnerships.
- Equip yourself with the tools to manage risks in strategic alliances and ensure long-term sustainability.

Conclusion

Strategic alliances and partnerships are at the heart of modern business success. Whether you're managing global partnerships, cross-border alliances, or innovative collaborations, this course will provide you with the necessary tools, strategies, and insights to excel in managing partnerships.

By applying advanced alliance management skills, you'll be equipped to foster sustainable collaborations that drive competitive advantage and future growth.



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

