

Advanced Approaches to Strategic Partnerships

Madrid (Spain)

28 September - 2 October 2026

UK Training

PARTNER



Advanced Approaches to Strategic Partnerships

Code: AC32 From: 28 September - 2 October 2026 City: Madrid (Spain) Fees: 5900 Pound

Introduction

Strategic partnerships have become essential for organizations seeking sustainable growth, innovation, and market expansion. In today's dynamic landscape, particularly across the Middle East and North Africa MENA, institutions in both public and private sectors are increasingly relying on collaboration to drive transformation. This course introduces a modern, advanced methodology for initiating, managing, and scaling strategic partnerships that deliver tangible business results.

Designed for executives, team leaders, and professionals from diverse departments and sectors—such as oil & gas, finance, telecom, project management, HR, and government—this program bridges the gap between strategic vision and collaborative execution. Participants will walk away equipped with proven tools and frameworks to optimize partner alignment, value creation, and risk mitigation.

Course Objectives

- Understand the core principles and dynamics of strategic partnerships.
- Identify and evaluate potential strategic partners using structured criteria.
- Develop comprehensive partnership plans aligned with organizational goals.
- Foster long-term, trust-based relationships with external collaborators.
- Manage existing partnerships for sustained performance and mutual growth.
- Recognize and avoid common partnership pitfalls.
- Apply tools for assessing the health and impact of collaborations.
- Continuously improve strategic alliances through structured feedback and innovation.

Course Outlines

Day 1: Understanding Strategic Partnerships

- Introduction to strategic alliances and their business impact.
- Types and structures of partnerships JV, co-marketing, co-development.
- Key success factors in partnerships.
- Mapping the ecosystem: market analysis and identifying gaps.
- Benchmarking successful global and regional case studies.
- Interactive group exercise: Partnership mapping simulation.

Day 2: Selecting and Evaluating Partners

- Criteria for strategic partner selection.
- Assessing organizational fit and cultural alignment.
- Due diligence: financial, legal, and operational considerations.
- Opportunity-risk analysis framework.
- Creating mutual value propositions.



- Partner assessment exercise using real-world scenarios.

Day 3: Designing Strategic Partnership Plans

- Crafting clear goals and KPIs.
- Defining governance models and decision rights.
- Role definition, accountability, and escalation protocols.
- Resource planning and budgeting for partnerships.
- Risk-sharing and legal contract basics.
- Plan-building workshop: Drafting your first partnership blueprint.

Day 4: Managing and Optimizing Partnerships

- Tools for monitoring partner performance.
- Conflict resolution and alignment recalibration.
- Communication strategies for internal and external stakeholders.
- Leveraging technology to manage partnership lifecycles.
- Innovation through collaboration: exploring growth strategies.
- Case discussion: Turning around failing partnerships.

Day 5: Review, Evaluation, and Strategic Growth

- Review of key partnership metrics and dashboards.
- Capturing and integrating partner feedback.
- Scaling successful alliances across geographies or business units.
- When and how to exit a partnership.
- Final presentations: Participants present partnership strategies.
- Course wrap-up and certification ceremony.

Why Attend this Course: Wins & Losses!

- Gain mastery of high-level partnership strategies.
- Improve cross-departmental and cross-sector collaboration.
- Learn from real-world examples tailored for MENA.
- Build capacity to evaluate and negotiate strategic opportunities.
- Access proven tools and templates for partnership planning.
- Sharpen decision-making for long-term organizational impact.
- Network with senior peers from various industries.
- Earn a recognized certification boosting your career growth.

Conclusion

Strategic partnerships are no longer optional—they are essential drivers of innovation, expansion, and resilience. This course provides non-linear, advanced approaches to forming alliances that extend beyond traditional transactional relationships. Participants will leave with the clarity, skills, and confidence to lead partnership initiatives that unlock scalable value and sustainable impact.

Whether you're an executive aiming to expand market presence or a team leader exploring new collaboration

PARTNER





models, this training will transform how you envision and implement partnerships.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

UK Training
PARTNER



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)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
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

