BLACKBIRD FOR TRAINING

Advanced Approaches to Strategic Partnerships

18 – 22 April 2027
Amman (Jordan)



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

