

# Strategic Partnership Development and Alliance Management

*Washington (USA)*

*6 - 10 October 2025*

UK Traininig

# PARTNER



## Strategic Partnership Development and Alliance Management

Code: LM28 From: 6 - 10 October 2025 City: Washington (USA) Fees: 4700 Pound

### Introduction

In today's interconnected business world, no organization succeeds in isolation. Strategic partnerships and alliances have become powerful levers for innovation, market expansion, resource optimization, and long-term value creation. The Strategic Partnership Development & Alliance Management course is designed to equip professionals in the MENA region with the frameworks and tools necessary to build, manage, and grow high-impact partnerships.

Tailored for executives, team leaders, and specialists across industries—ranging from oil & gas, banking, telecom, and government, to HR, marketing, and project management—this course delivers actionable strategies to identify the right partners, design mutually beneficial agreements, and sustain successful alliances over time.

Participants will walk away with both strategic insight and operational know-how to navigate complex stakeholder environments and build win-win collaborations.

### Course Objectives

- Understand the core principles of strategic partnerships and alliance ecosystems.
- Analyze partnership opportunities using structured evaluation tools.
- Identify and select potential partners aligned with business objectives.
- Design partnership models that are operationally sound and mutually beneficial.
- Draft partnership agreements with clear governance, roles, and responsibilities.
- Manage alliance dynamics across cultures, sectors, and stakeholder types.
- Resolve conflicts and maintain alignment throughout the partnership lifecycle.
- Measure partnership performance using relevant KPIs and success indicators.

### Course Outlines

#### Day 1: Understanding the Strategic Alliance Landscape

- Key definitions and types of partnerships strategic, tactical, joint ventures, co-marketing.
- Business drivers for entering alliances and collaborations.
- The partnership lifecycle: initiation, development, maturity, and exit.
- Strategic vs. operational alliances—how they differ and intersect.
- Case studies of successful and failed partnerships in MENA and globally.
- Group exercise: mapping your organization's current or desired partnership portfolio.

#### Day 2: Partner Evaluation and Feasibility Analysis

- Criteria for selecting the right partner.
- Strategic fit and cultural alignment assessment.
- Due diligence process for partnership onboarding.

UK Training

**PARTNER**



- Tools: risk-opportunity matrix, partner scoring models.
- Stakeholder mapping and influence/power analysis.
- Workshop: Evaluating a real or hypothetical partner opportunity.

### Day 3: Designing and Negotiating Strategic Partnerships

- Partnership structures: equity-based, contractual, and informal collaborations.
- Principles of effective negotiation in alliances.
- Legal considerations and frameworks for agreements.
- Aligning objectives, roles, and value exchange.
- Drafting Memoranda of Understanding MOUs and service level agreements SLAs.
- Simulation: Partner negotiation and agreement-building role play.

### Day 4: Managing Alliances for Value and Growth

- Governance models and steering committees.
- Performance measurement and joint KPI frameworks.
- Conflict resolution strategies and communication protocols.
- Tools for alliance health checks and partner satisfaction tracking.
- Scaling partnerships for broader impact and expansion.
- Case analysis: Technology partnership between two MENA-region organizations.

### Day 5: Evaluation, Reflection, and Sustainability

- Recap of models, tools, and concepts covered throughout the course.
- Final group presentations on proposed or existing strategic partnerships.
- Peer and instructor feedback sessions.
- Applied scenario assessment and knowledge check.
- Strategic action plans for implementation in each participant's organization.
- Certificate distribution and course wrap-up.

### Why Attend this Course: Wins & Losses!

- Gain practical skills in alliance design, management, and optimization.
- Learn how to evaluate and choose strategic partners effectively.
- Strengthen negotiation capabilities for high-stakes partnerships.
- Build frameworks to track and maximize the value of alliances.
- Enhance cross-sector and cross-cultural collaboration skills.
- Earn a certified credential to advance your leadership journey.
- Apply real-world tools immediately within your organization.
- Expand your network with like-minded professionals across industries.

### Conclusion

The Strategic Partnership Development & Alliance Management course is a transformational learning experience for leaders who recognize the power of collaboration in achieving strategic goals. In a world where partnerships often determine competitive advantage, this program delivers the critical thinking, tools, and frameworks needed to form alliances that endure and deliver value.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training' is above the word 'PARTNER' in a large, bold, black sans-serif font.

UK Training  
**PARTNER**



By combining practical exercises, expert facilitation, and peer learning, participants will leave ready to shape, lead, and evolve strategic partnerships within their organizations and sectors.

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)



## 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)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)  
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



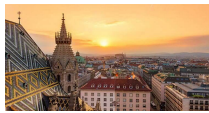
Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



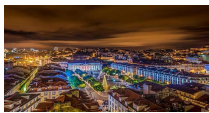
Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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)  
Korea)



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## 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

|                                                                                                                                                                                       |                                                                                                                                                           |                                                                                                                                                                            |                                                                                                                                                          |                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>MANNAI CORPORATION</b><br/>MANNAI Trading Company WLL, Qatar</p>                              |  <p><b>GAC</b><br/>UNE FILIALE D' EGA<br/>Alumina Corporation Guinea</p> |  <p><b>Booking.com</b><br/>Booking.com Netherlands</p>                                    |  <p><b>OXFAM</b><br/>Oxfam GB International Organization, Yemen</p>   |  <p><b>Capital Markets Authority</b><br/>Kuwait</p>                                       |
|  <p><b>WS</b><br/>Waltersmith Petroman Oil Limited Nigeria</p>                                       |  <p><b>QNB</b><br/>Qatar National Bank (QNB), Qatar</p>                  |  <p><b>Qatar Foundation</b><br/>Qatar</p>                                                 |  <p><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b><br/>Tanzania</p> |  <p><b>KFAS</b><br/>Kuwait Foundation for the Advancement of Sciences<br/>KFAS Kuwait</p> |
|  <p><b>Reserve Bank of Malawi</b><br/>Malawi</p>                                                    |  <p><b>Central Bank of Nigeria</b><br/>Nigeria</p>                      |  <p><b>Ministry of Interior Kingdom of Saudi Arabia</b><br/>Ministry of Interior, KSA</p> |  <p><b>Mabruk Oil Company</b><br/>Libya</p>                          |  <p><b>Saudi Electricity Company</b><br/>KSA</p>                                         |
|  <p><b>BPKH</b><br/>Badan Pengelola Keuangan Haji<br/>BADAN PENGELOLA KEUANGAN Haji, Indonesia</p> |  <p><b>NATO Italy</b></p>                                              |  <p><b>ENI</b><br/>ENI CORPORATE UNIVERSITY, Italy</p>                                  |  <p><b>GULF BANK</b><br/>Gulf Bank Kuwait</p>                        |  <p><b>General Organization for Social Insurance</b><br/>KSA</p>                        |
|  <p><b>Defence Space Administration</b><br/>Nigeria</p>                                            |  <p><b>National Industries Group (Holding),</b><br/>Kuwait</p>         |  <p><b>Hamad Medical Corporation</b><br/>Qatar</p>                                      |  <p><b>USAID</b><br/>Pakistan</p>                                    |  <p><b>STC</b><br/>STC Solutions, KSA</p>                                               |
|  <p><b>North Oil Company</b><br/>North Oil company,</p>                                            |  <p><b>EKO Electricity</b></p>                                         |  <p><b>OMAN BROADBAND</b><br/>Oman Broadband</p>                                        |  <p><b>UNITED NATIONS</b><br/>UN.</p>                               |  <p><b>Authority for Electricity Regulation, Oman</b><br/>Authority for</p>             |

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

UK Training  
**PARTNER**

