Strategic Partnership Development and Alliance Management

9 – 13 August 2027
Madrid (Spain)



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Ref: 3255082_331371 **Date:** 9 – 13 August 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

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.

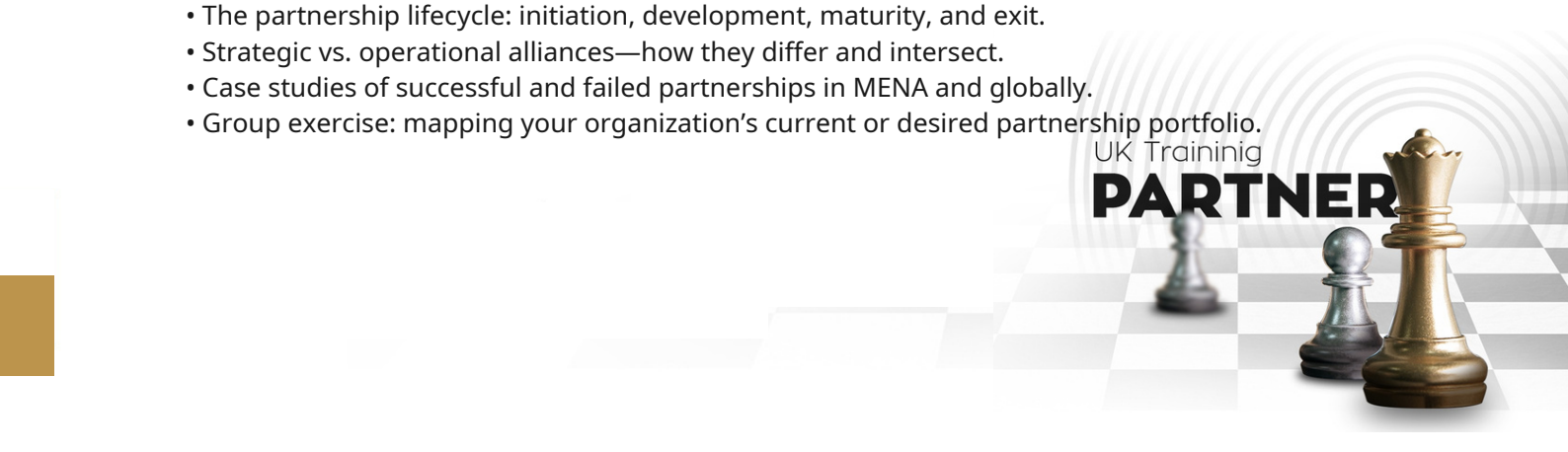
Course Objectives

- 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.
- 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.

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.

