# Building Strategic Partnerships and Business Alliances

27 – 31 December 2026
Amman (Jordan)



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## Introduction

The Building Strategic Partnerships and Business Alliances course focuses on developing the ability to identify, evaluate, build, and manage partnerships that support organizational growth and long-term business value. Strategic partnerships are not limited to signing agreements. They require clear objectives, partner alignment, structured communication, shared value, governance, and continuous performance monitoring.

This course explains how organizations can assess partnership opportunities, select suitable partners, design collaboration models, manage expectations, and reduce risks linked to weak alignment or unclear responsibilities. It also covers how to move from initial engagement to formal alliance planning, implementation, relationship management, and performance review.

The course is delivered over five connected days. It begins with the foundations of strategic partnerships, then moves into partner identification and evaluation, alliance design and negotiation, partnership governance and relationship management, and finally performance measurement and continuous improvement. The content is aligned with the provided course topic.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the principles of strategic partnerships and business alliances.
- Identify partnership opportunities aligned with organizational objectives.
- Assess potential partners based on value, capability, risk, and strategic fit.
- Design partnership models that define roles, responsibilities, and expected outcomes.
- Build stronger communication and coordination mechanisms with partners.
- Manage expectations between internal teams and external partners.
- Support negotiation and agreement preparation with clearer business objectives.
- Establish governance structures for managing alliances.
- Monitor partnership performance using clear indicators.
- Identify and manage risks related to partnerships and alliances.
- Review partnership outcomes and define improvement actions.
- Develop practical plans for building and maintaining strategic alliances.



## Course Outlines

### Day 1: Foundations of Strategic Partnerships and Alliances.

- Concept of strategic partnerships and business alliances.
- Difference between partnerships, alliances, suppliers, and transactional relationships.
- Role of partnerships in growth, innovation, market access, and operational capability.
- Key reasons partnerships fail or underperform.
- Internal readiness for building external partnerships.
- Responsibilities of leadership, business units, and partnership owners.

### Day 2: Partner Identification and Evaluation.

- Defining partnership objectives and expected value.
- Identifying potential partners through market and capability analysis.
- Assessing partner strengths, resources, reputation, and strategic fit.
- Evaluating risks related to culture, compliance, capacity, and dependency.
- Prioritizing partners based on value and feasibility.
- Practical application of preparing a partner evaluation matrix.

### Day 3: Alliance Design and Negotiation Preparation.

- Selecting the suitable partnership model.
- Defining scope, roles, responsibilities, and decision rights.
- Preparing value propositions for both parties.
- Aligning expectations before negotiation.
- Identifying key terms, risks, and success conditions.
- Practical application on designing a partnership framework.

### Day 4: Partnership Governance and Relationship Management.

- Establishing governance structures for partnerships.
- Defining communication channels and escalation paths.
- Managing stakeholder expectations across both organizations.
- Monitoring commitments, deliverables, and shared responsibilities.
- Handling conflicts and performance issues.
- Practical application on managing a partnership challenge scenario.



### Day 5: Performance Measurement and Continuous Improvement.

- Defining indicators for partnership performance.
- Measuring value creation, delivery quality, relationship health, and risk exposure.
- Reviewing partnership outcomes against initial objectives.
- Identifying lessons learned and improvement priorities.
- Deciding whether to continue, expand, restructure, or exit a partnership.
- Integrated application linking partner selection, alliance design, governance, performance, and improvement.

## Why Attend this Course: Wins & Losses!

- Improve the ability to build partnerships based on clear strategic value.
- Strengthen partner selection and evaluation practices.
- Reduce risks linked to weak partner alignment.
- Improve preparation for partnership discussions and negotiations.
- Build clearer partnership models with defined responsibilities.
- Strengthen governance and follow-up mechanisms.
- Improve communication between internal teams and external partners.
- Support better management of expectations and shared commitments.
- Improve the ability to measure partnership results.
- Reduce partnership failure caused by unclear objectives.
- Support growth, innovation, and operational capability through alliances.
- Develop practical plans for maintaining long-term business relationships.

## Conclusion

The Building Strategic Partnerships and Business Alliances course provides a practical framework for developing partnerships that support business objectives and long-term organizational value. It covers the main stages of partnership management, starting with understanding strategic partnership concepts, then identifying and evaluating partners, designing alliance models, managing relationships, and measuring results.

The program follows a connected sequence that helps participants move from opportunity identification to structured partnership planning and implementation. It also explains how governance, communication, risk assessment, and performance measurement contribute to stronger and more sustainable alliances.

**By the end of the course, participants will have a practical understanding of how to build, manage, review, and improve strategic partnerships. The course supports better partner selection, clearer responsibilities, stronger relationship management, reduced partnership risks, and improved value creation from business alliances.**

