



Management And Leadership

Managing Strategic Alliances and Partnerships

Course Introduction

Alliances and partnerships between companies, is an inevitable part of the business today. Through strategic alliances, companies are able to improve their competitive positioning, expand entry to new markets, supplement critical skills, and share the risk and cost of major development projects.

This training course is designed to provide participants with the advances in practices and theory of managing strategic alliances, business systems and collaborative ventures. This course aims to redesign the information and abilities of managers, to empower them to exceed expectations in community-oriented circumstances, and manage long-term strategic alliances and partnerships, how to enhance the enthusiasm of their association, and how to encourage community dynamic for future development.

Target Audience

This training course is designed for professionals in all areas of strategy and operations who seek to upgrade their collaborative skills and learn how to manage long-term partnerships, strategic alliance and joint ventures.

Learning Objectives

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

- Gain a comprehensive understanding of the ways to gain competitive advantage through business networks, strategic alliances and partnerships
- Learn and discuss new insights into the successful design and implementation of business partnerships
- Establish frameworks for building collaborative advantage

- Complement management skills with advanced collaborative techniques
- Build cultural awareness of how to overcome barriers to alliances, partnerships and collaboration.

Course Outline

• 01 Day One

- Introduction to the strategic alliance life cycle
- Motives for collaboration
- Selecting partners and forming business relationships
- How to measure compatibility and partner fit
- Joint ventures, supplier networks, strategic alliances and public-private partnerships
- Types of strategic alliances and partnerships
- Cross-border management structures
- Creating cross-border virtual teams

• 02 Day Two

- Motivating and brokerage for collaboration
- Discover a joint perspective and partner differences
- Collaborative strategies and execution
- Distinguishing between bi-lateral and multi-lateral collaborations
- Managing complex relationships
- Sharing resources and optimization of outcomes
- Upstream and downstream value co-creation
- Negotiating and managing contingencies
- Contracts, renewals, trust and lock-in effects

• 03 Day Three

- Assessing advantages and disadvantages of partnerships
- Overcoming barriers to collaboration and conflict resolution
- Managing continuous improvement
- Balancing across coordination costs and benefits
- Creating high-performance strategic partnerships
- Examples of strategic alliance success and failure
- Alliance termination, exit clause and buy-out formulae

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 20, 2025	April 22, 2025	3 days	3250.00 \$	KSA - Riyadh
Aug. 18, 2025	Aug. 20, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Oct. 27, 2025	Oct. 29, 2025	3 days	3250.00 \$	UAE - Dubai