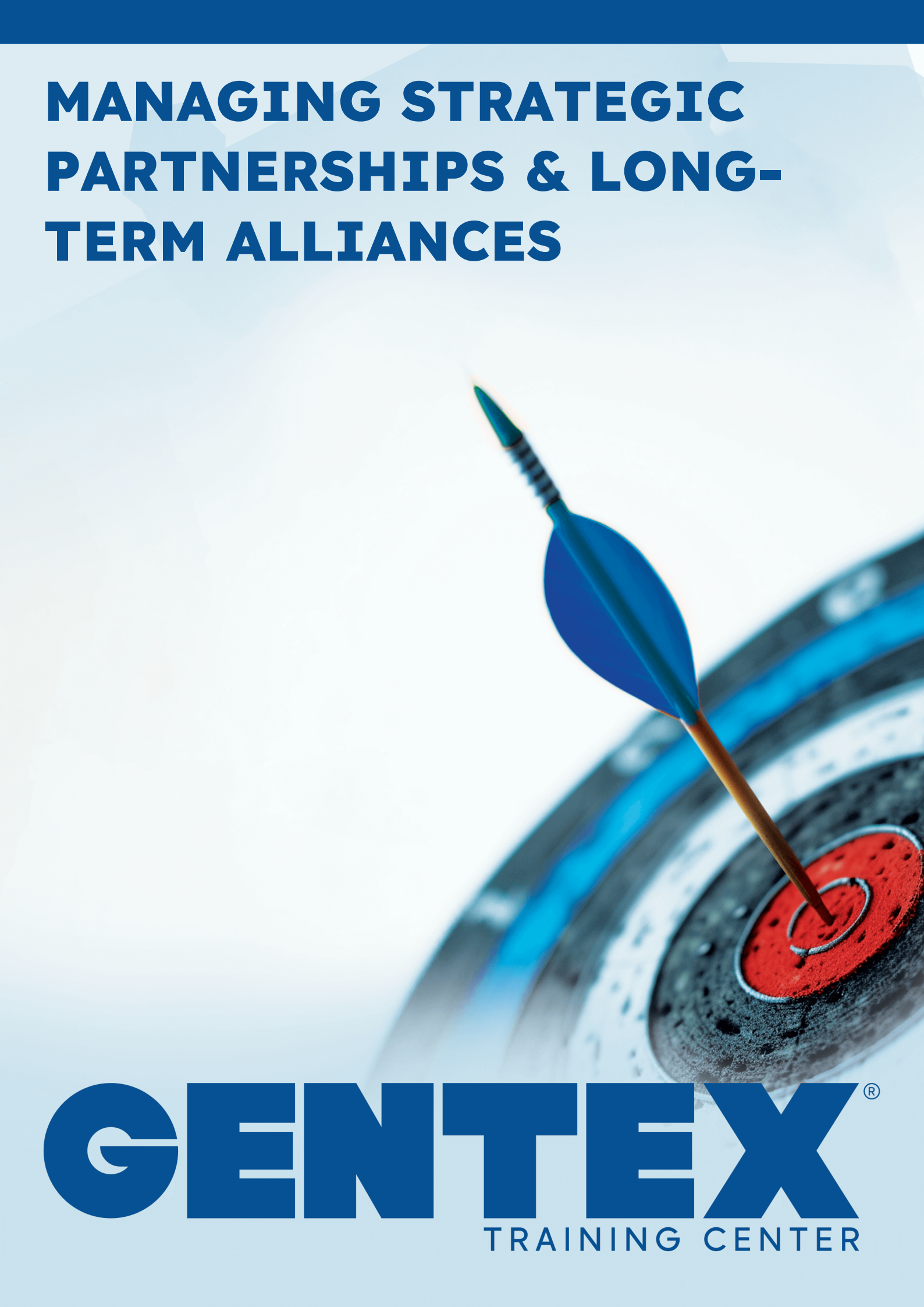
MANAGING STRATEGIC PARTNERSHIPS & LONG-TERM ALLIANCES



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TRAINING CENTER

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Introduction

Managing Strategic Partnerships & Long-Term Alliances Training Course equips senior managers to build and sustain relationships that create value no single organization could achieve alone. Alliances fail for predictable reasons: unclear objectives, mismatched expectations, weak governance, and changes of leadership on either side. This programme addresses those failure points directly. Participants work through partner selection, alliance structuring, joint value definition, governance design, and performance measurement. Furthermore, it covers the behavioural side of partnership trust building, conflict handling, and cultural alignment. In addition, it addresses exit, renegotiation, and alliance portfolio management. As a result, attendees can manage partnerships through their full life cycle rather than only the launch.

Managing Strategic Partnerships & Long-Term Alliances Course Objectives

- Assess whether a strategic partnership is the right route compared with acquisition or in-house development.
- Apply partner selection criteria covering strategic fit, capability, and cultural compatibility.
- Define shared objectives, joint value propositions, and success measures with partners.
- Structure alliances using appropriate legal and commercial frameworks, including joint ventures and consortium agreements.
- Design governance with joint steering committees, decision rights, and escalation paths.
- Apply the alliance life cycle model from formation through operation, evolution, and exit.
- Build trust through transparent communication, reciprocity, and joint problem solving.
- Measure alliance performance using balanced metrics covering financial and relational outcomes.
- Manage conflict, divergent interests, and changes in partner strategy.
- Manage an alliance portfolio, including renewal, restructuring, and termination decisions.

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Course Methodology

- Case studies of successful and failed strategic alliances across industries.
- Structured exercises on partner selection and alliance structuring.
- Role-play of joint steering committee meetings and difficult conversations.
- Group work on alliance charters, governance models, and performance scorecards.
- Simulation of alliance renegotiation and exit planning.

Who Should Take This Course

- Senior managers and business unit leaders.
- Partnership and alliance managers.
- Corporate development and strategy professionals.
- Joint venture and consortium managers.
- Procurement and supplier relationship leaders.
- Legal and commercial advisors supporting alliances.
- Public sector partnership and stakeholder managers.

Managing Strategic Partnerships & Long-Term Alliances Course Outlines

Day 1: Strategic Rationale and Partner Selection

- Why organizations form alliances: capability, access, scale, and risk sharing.
- Alternatives: acquisition, organic development, and contractual supply.
- Strategic fit assessment and partnership objectives.
- Partner selection criteria and due diligence on partners.

- Cultural compatibility and values alignment.
- Risk assessment of partner dependency and concentration.
- Workshop: building a partner selection scorecard.

Day 2: Structuring the Alliance

- Legal and commercial frameworks: joint ventures, consortia, and strategic alliances.
- Equity versus non-equity structures and control implications.
- Contribution mapping: capital, capability, people, and intellectual property.
- Alliance charter and memorandum of understanding design.
- Joint value proposition and benefit-sharing models.
- Intellectual property ownership and licensing arrangements.
- Exercise: drafting an alliance charter with contribution mapping.

Day 3: Governance, Leadership, and Trust

- Governance architecture: steering committee, operating team, and working groups.
- Decision rights, escalation paths, and dispute mechanisms.
- Alliance manager role and boundary-spanning leadership.
- Building trust: transparency, reciprocity, and consistent behaviour.
- Cross-cultural and cross-organizational communication.
- Managing leadership change on either side.
- Role-play: running a joint steering committee meeting under tension.

Day 4: Performance Measurement and Value Realisation

- Balanced metrics covering financial, operational, and relational outcomes.

- Alliance scorecards and joint performance reviews.
- Benefit realisation and value tracking across partners.
- Innovation outcomes and capability transfer.
- Reviewing underperformance and corrective action.
- Relationship health assessment tools.
- Workshop: designing an alliance scorecard and review cycle.

Day 5: Evolution, Renegotiation, and Exit

- The alliance life cycle and triggers for evolution.
- Renegotiation of scope, terms, and benefit sharing.
- Managing divergent strategies and partner conflict.
- Exit routes: dissolution, buyout, sale of interest, and transition.
- Knowledge transfer, asset separation, and continuity planning.
- Alliance portfolio management and prioritisation.
- Capstone: presenting an alliance strategy and governance plan.

Conclusion

By successfully completing Managing Strategic Partnerships & Long-Term Alliances Training Course, participants will gain a structured command of partner selection, alliance structuring, governance, and performance management. They will acquire the ability to build alliance charters, design decision rights, measure joint value, and manage renegotiation or exit. As a result, they can lead partnerships that deliver sustained value rather than early enthusiasm. Gentex Training Center delivers this programme with a strong focus on practical governance tools and real alliance cases.

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FAQs for the Managing Strategic Partnerships & Long-Term Alliances course

Q1 What is the "Managing Strategic Partnerships & Long-Term Alliances" course about?

It covers how organizations select partners, structure alliances, design governance, measure joint value, and manage renegotiation or exit, addressing both the commercial and behavioural sides of long-term partnerships.

Q2 What are the key benefits of the "Managing Strategic Partnerships & Long-Term Alliances" course?

Participants launch partnerships with clear objectives and governance, spot relationship deterioration early, and measure value jointly rather than unilaterally. They also handle renegotiation and exit deliberately, which protects both commercial outcomes and reputation.

Q3 What skills will I gain from the "Managing Strategic Partnerships & Long-Term Alliances" course?

Partner selection and strategic fit assessment using structured criteria and due diligence; alliance structuring including charters, contribution mapping, and benefit-sharing models; governance design with decision rights, steering committees, and escalation paths; and alliance performance measurement, relationship health assessment, renegotiation, and exit planning.

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Q4 What tools, methods, or standards are covered in the "Managing Strategic Partnerships & Long-Term Alliances" course?

The course covers strategic fit assessment, partner selection scorecards and partner due diligence, joint venture and consortium structuring, contribution mapping, alliance charters and memoranda of understanding, benefit-sharing and joint value proposition models, intellectual property ownership and licensing arrangements, steering committee and decision rights frameworks, escalation and dispute mechanisms, the alliance life cycle model, balanced alliance scorecards and joint performance reviews, relationship health assessment tools, and alliance portfolio management.

Q5 How is the "Managing Strategic Partnerships & Long-Term Alliances" course applied in real-world practice?

Participants build a partner selection scorecard, draft an alliance charter with contribution mapping, run a joint steering committee meeting role-play, design an alliance scorecard and review cycle, and present an alliance strategy and governance plan. Each task mirrors the work of partnership and corporate development teams.