

STRATEGIC PARTNERSHIP DEVELOPMENT AND ALLIANCE MANAGEMENT



GENTEX[®]
TRAINING CENTER



Introduction

Strategic Partnership Development and Alliance Management Training Course prepares professionals to build partnerships that create real value and survive their first disagreement. Participants learn how to select partners, structure agreements, and manage alliances through their full lifecycle. The program combines partnership strategy with negotiation, governance, and performance management. As a result, learners gain a disciplined approach to collaboration rather than relying on goodwill alone. Furthermore, the course strengthens due diligence, conflict resolution, and the joint governance that keeps partnerships productive.

Strategic Partnership Development and Alliance Management Course Objectives

- Align partnership strategy with business strategy and growth objectives.
- Apply partnership screening and due diligence frameworks to candidate partners.
- Evaluate alliance models: joint ventures, strategic alliances, consortia, and public-private partnerships.
- Apply the Vantage Partners alliance lifecycle and the 3C framework (capability, compatibility, commitment).
- Structure agreements covering scope, governance, IP, and exit provisions.
- Negotiate partnership terms using interest-based negotiation and BATNA analysis.
- Design joint governance with steering committees and RACI structures.
- Manage alliance performance with KPIs, scorecards, and joint reviews.
- Apply conflict resolution and escalation mechanisms to partnership disputes.
- Build trust, communication routines, and relationship management practice.

Course Methodology



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- Interactive sessions built on real partnership and alliance cases.
- Workshops on partner screening, alliance structuring, and governance design.
- Group work on due diligence, term sheets, and joint scorecards.
- Hands-on practice with negotiation simulations and conflict scenarios.
- Simulation of alliance reviews, escalations, and exit decisions.
- Facilitator feedback and peer review on partnership proposals.

Who Should Take This Course

- Business development and partnership managers.
- Corporate development and strategy professionals.
- Alliance managers in technology, healthcare, and industry.
- Procurement and contract managers handling strategic agreements.
- Public sector officials managing public-private partnerships.
- Consultants and advisors supporting partnership transactions.

Strategic Partnership Development and Alliance Management Course Outlines

Day 1: Partnership Strategy and Business Case

- Why partnerships succeed and why most fail.
- Aligning partnership strategy with growth and capability needs.
- Partnership versus acquisition versus organic growth.
- Alliance models: joint ventures, strategic alliances, consortia, and PPPs.
- Building the partnership business case and value proposition.
- Partnership ecosystem mapping and portfolio approach.



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- Case study: an alliance that delivered and one that collapsed.

Day 2: Partner Selection and Due Diligence

- Partner screening criteria and long-list to short-list process.
- The 3C framework: capability, compatibility, and commitment.
- Due diligence: financial, legal, technical, and reputational.
- Cultural fit assessment and values alignment.
- Assessing partner capability and resource contribution.
- Regulatory, competition, and sanctions checks.
- Workshop: screening and scoring candidate partners.

Day 3: Structuring and Negotiating the Agreement

- Choosing the right legal and commercial structure.
- Scope definition, roles, and contribution schedules.
- Governance clauses: steering committees and decision rights.
- Intellectual property, data sharing, and confidentiality.
- Commercial terms, revenue sharing, and funding arrangements.
- Exit provisions, termination triggers, and wind-down planning.
- Exercise: negotiating an alliance term sheet.

Day 4: Alliance Governance and Relationship Management

- Joint governance design with steering committees and RACI structures.
- Alliance manager roles and relationship ownership.
- Communication routines and operating cadence.



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- Trust building and managing diverging interests.
- Conflict resolution, escalation ladders, and mediation options.
- Managing change when partner priorities shift.
- Simulation: managing an alliance under strain.

Day 5: Performance, Value Capture, and Alliance Lifecycle

- Alliance KPIs, scorecards, and joint performance reviews.
- Measuring value creation and benefit realization.
- Renegotiation, expansion, and renewal decisions.
- Exit execution and orderly separation.
- Institutionalizing alliance management capability.
- Ethics, transparency, and antitrust awareness.
- Capstone: presenting a partnership strategy and management plan.

Conclusion

By successfully completing Strategic Partnership Development and Alliance Management, participants will gain a practical command of partner selection, alliance structuring, and joint governance. They will acquire skills in due diligence, negotiation, relationship management, and alliance performance measurement. Gentex Training Center designs the program to help professionals build partnerships that create durable value and end well when they must end.

FAQs





Q1 What is the "Strategic Partnership Development and Alliance Management" course about?

It covers how to select partners, structure agreements, and manage alliances across their full lifecycle. The course spans partnership strategy, due diligence, deal structuring and negotiation, joint governance, conflict resolution, and alliance performance measurement.

Q2 What are the key benefits of the "Strategic Partnership Development and Alliance Management" course?

You gain a disciplined approach to collaboration instead of relying on goodwill. The course improves partner selection, strengthens agreement design and governance, reduces partnership conflict and failed collaborations, and helps you demonstrate the value each alliance actually creates.

Q3 What skills will I gain from the "Strategic Partnership Development and Alliance Management" course?

You will develop four core skills: partnership strategy and business case development, partner selection and due diligence, alliance structuring and negotiation, and joint governance with relationship management and performance measurement.



Q4 What tools, methods, or standards are covered in the "Strategic Partnership Development and Alliance Management" course?

The course covers the alliance lifecycle model, the 3C framework (capability, compatibility, commitment), partner screening and scoring matrices, due diligence checklists, joint venture and consortium structures, term sheets, steering committee and RACI governance design, interest-based negotiation and BATNA analysis, escalation ladders and mediation, IP and data-sharing clauses, alliance scorecards and KPIs, and exit and wind-down planning.

Q5 How is the "Strategic Partnership Development and Alliance Management" course applied in real-world practice?

Participants apply it to real work such as screening partners for a new market, drafting a term sheet for a joint venture, designing governance for a technology alliance, and running a joint performance review. The same methods support public-private partnership structuring and partner exit decisions.