

STRATEGIC PARTNERSHIPS MASTERY



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TRAINING CENTER



Introduction

Strategic Partnerships Mastery Training Course develops professionals who can build, run, and grow partnerships that produce measurable value. Participants learn how to find the right partners, design deals that hold, and manage alliances long after the launch excitement fades. The program combines partnership strategy with negotiation, joint governance, and value measurement. As a result, learners gain a repeatable method instead of relying on personal charm. Furthermore, the course strengthens due diligence, conflict handling, and the commercial discipline that turns collaboration into competitive advantage.

Strategic Partnerships Mastery Course Objectives

- Build a partnership strategy aligned with growth and capability objectives.
- Map partnership ecosystems and manage a portfolio of alliances.
- Apply partner screening criteria and the 3C framework (capability, compatibility, commitment).
- Conduct comprehensive due diligence covering financial, legal, technical, and reputational factors.
- Choose the right structure: joint venture, strategic alliance, consortium, or public-private partnership.
- Negotiate partnership terms using interest-based negotiation and BATNA analysis.
- Design joint governance with steering committees, escalation ladders, and RACI structures.
- Draft key clauses covering IP, data sharing, confidentiality, and exit provisions.
- Manage alliance performance with scorecards, KPIs, and joint reviews.
- Build trust, communication routines, and long-term relationship management practice.



Course Methodology

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

Who Should Take This Course

- Business development and partnership leaders.
- 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 Partnerships Mastery Course Outlines

Day 1: Partnership Strategy and Ecosystem Mapping

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

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- Building the partnership business case and value proposition.
- Case study: two alliances with very different outcomes.

Day 2: Partner Selection and Due Diligence

- Partner screening criteria and short-listing methods.
- 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: scoring and ranking candidate partners.

Day 3: Deal Structuring and Negotiation

- 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.



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- Communication routines and operating cadence.
- 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: Value Capture, Renewal, and Partnership Capability

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

Conclusion

By successfully completing Strategic Partnerships Mastery, participants will gain a practical command of partner selection, deal structuring, and alliance governance. They will acquire skills in due diligence, negotiation, relationship management, and partnership value 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 Partnerships Mastery" course about?

It covers how to build, run, and grow partnerships that produce measurable value. The course spans partnership strategy and ecosystem mapping, partner due diligence, deal structuring and negotiation, joint governance, conflict handling, and partnership value measurement.

Q2 What are the key benefits of the "Strategic Partnerships Mastery" course?

You gain a repeatable method instead of relying on personal charm. The course improves partner selection, strengthens deal structure and governance, reduces alliance failure and conflict, and helps you show stakeholders exactly what each partnership contributes.

Q3 What skills will I gain from the "Strategic Partnerships Mastery" course?

You will develop four core skills: partnership strategy and ecosystem mapping, partner selection and due diligence, deal structuring and negotiation, and alliance governance with relationship management and value measurement.



Q4 What tools, methods, or standards are covered in the "Strategic Partnerships Mastery" course?

The course covers the alliance lifecycle model, the 3C framework (capability, compatibility, commitment), ecosystem mapping, 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 Partnerships Mastery" 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 renewal or exit decisions.