

**STRATEGIC
PARTNERSHIPS,
STAKEHOLDER
ENGAGEMENT &
RELATIONSHIP
MANAGEMENT**



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TRAINING CENTER



Introduction

Organizations no longer deliver alone. Joint ventures, supplier alliances, publicprivate partnerships, and cross-sector programmes now carry a large share of strategic work, and each depends on relationships that must be designed, not left to chance. This Strategic Partnerships, Stakeholder Engagement & Relationship Management Training Course builds that capability end to end. Learners study partnership models, stakeholder analysis, governance design, and trust building. Furthermore, the course covers negotiation, dispute resolution, and performance review of partnerships. As a result, participants form alliances that deliver, keep stakeholders aligned, and repair relationships when pressure tests them.

Strategic Partnerships, Stakeholder Engagement & Relationship Management Course Objectives

- Select partnership models suited to strategic intent: alliance, joint venture, consortium, PPP.
- Map stakeholders using the Power/Interest Grid, Mendelow matrix, and Salience Model.
- Apply the PMBOK stakeholder engagement matrix to plan engagement levels.
- Design partnership governance with clear roles, decision rights, and escalation paths.
- Build trust using the trust equation and structured relationship management routines.
- Negotiate partnership terms with the Harvard Principled Negotiation framework.
- Establish performance frameworks with KPIs, service levels, and review cycles.
- Manage cultural and organisational differences between partners.
- Handle disputes with structured escalation and mediation approaches.
- Evaluate partnership health and decide on renewal, revision, or exit.



Course Methodology

This course combines short lectures with applied partnership practice. Participants design a partnership model for a real or simulated initiative, build a governance and engagement plan, and rehearse partner negotiations. Trainers use case studies from joint ventures and publicprivate partnerships, recorded role-play, and structured debriefs. Group critique sharpens design choices. In addition, participants produce a partnership management toolkit.

Who Should Take This Course

- Executives and directors managing strategic alliances
- Partnership and alliance managers
- Business development and corporate affairs leaders
- Public sector officers managing PPPs and contracts
- Procurement and supplier relationship managers
- Project and programme directors working across organisations
- Consultants supporting partnership formation and review

Strategic Partnerships, Stakeholder Engagement & Relationship Management Course Outlines

Day 1: Partnership Strategy and Models

- Why partnerships succeed and why they fail
- Alliance, joint venture, consortium, and PPP models compared
- Aligning partnership structure with strategic intent
- Partner selection criteria and due diligence

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- Value proposition definition and mutual benefit analysis
- Risk sharing, liability, and exit provisions
- Partnership model selection workshop

Day 2: Stakeholder Analysis and Engagement Planning

- Stakeholder registers and influence analysis
- The Power/Interest Grid, Mendelow matrix, and Salience Model
- The PMBOK stakeholder engagement matrix in practice
- Assessing attitude: champion, supporter, neutral, critic
- Communication plans across organisational boundaries
- Governance forums and joint steering committees
- Engagement planning workshop

Day 3: Governance, Trust, and Relationship Management

- Governance design: roles, decision rights, and escalation paths
- The trust equation and relationship management routines
- Managing cultural and organisational differences
- Building operational interfaces and joint teams
- Managing change of key contacts and counterpart personnel
- Confidentiality, ethics, and conflicts of interest
- Relationship management simulation

Day 4: Negotiation and Performance Management

- The Harvard Principled Negotiation framework for partnerships



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- BATNA and reservation points when the partner is also a competitor
- Performance frameworks: KPIs, service levels, and scorecards
- Joint review meetings and performance conversations
- Handling underperformance without damaging the relationship
- Renegotiation triggers and contract variation management
- Partner negotiation simulation with coaching

Day 5: Disputes, Review, and Partnership Lifecycle

- Early warning signs of partnership strain
- Structured escalation and mediation approaches
- Exit planning, transition, and knowledge transfer
- Partnership health assessment and renewal decisions
- Lessons learned and relationship legacy
- Personal partnership management toolkit
- Final assessment and action commitments

Conclusion

By successfully completing Strategic Partnerships, Stakeholder Engagement & Relationship Management, participants will gain a practical understanding of how to select, structure, and sustain partnerships that deliver strategic value. They will be able to map stakeholders accurately, design governance that works, negotiate terms protectively, manage performance without damaging the relationship, and exit cleanly when the case for continuation fades. In addition, they will know how to assess partnership health before problems crystallise. Gentex Training Center designed this course so that learners return to work able to build alliances that hold up under real pressure.





FAQs

Q1 What is the "Strategic Partnerships, Stakeholder Engagement & Relationship Management" course about?

It covers the full partnership lifecycle: selecting a model, analysing stakeholders, designing governance, building trust, negotiating terms, managing performance, and handling disputes or exit. Participants work through applied workshops on real partnership scenarios.

Q2 What are the key benefits of the "Strategic Partnerships, Stakeholder Engagement & Relationship Management" course?

Participants form partnerships with clearer structure and fewer hidden risks, keep stakeholders aligned across organisational boundaries, and resolve disputes before they escalate. They also manage partner performance more objectively and make better renewal-or-exit decisions.

Q3 What skills will I gain from the "Strategic Partnerships, Stakeholder Engagement & Relationship Management" course?

You will gain partnership strategy and model selection, stakeholder analysis and engagement planning, partnership governance and trust management, and negotiation, performance management and dispute resolution. These four skills combine to make partnerships deliver strategic value.



Q4 What tools, methods, or standards are covered in the "Strategic Partnerships, Stakeholder Engagement & Relationship Management" course?

The course covers alliance, joint venture, consortium and PPP model frameworks, the Power/Interest Grid, the Mendelow matrix, the Salience Model, the PMBOK stakeholder engagement matrix, the trust equation, the Harvard Principled Negotiation framework, BATNA analysis, KPI and service level frameworks, joint scorecards, and structured escalation and mediation approaches.

Q5 How is the "Strategic Partnerships, Stakeholder Engagement & Relationship Management" course applied in real-world practice?

Professionals apply it when forming joint ventures, structuring publicprivate partnerships, managing supplier alliances, running cross-sector programmes, and reviewing partnership performance. The methods transfer to any arrangement where two or more organisations must deliver together over time.