MERCURY

Advanced Strategic Alliances and Partnerships

18 – 22 January 2027
Barcelona (Spain)



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Advanced Strategic Alliances and Partnerships

Ref: 121285_1026062 **Date:** 18 – 22 January 2027 **Location:** Barcelona (Spain) **Fees:** 6200 Euro

Introduction

The Advanced Strategic Alliances and Partnerships course equips professionals with the knowledge and skills to establish, manage, and optimize high-impact collaborations. Participants will explore strategic frameworks, negotiation tactics, and governance models that drive long-term partnership success. The course examines both domestic and international alliances, highlighting practical approaches for diverse business environments. It emphasizes identifying partnership opportunities, mitigating risks, and creating value for all stakeholders. Through theory and scenario-based learning, participants will develop the ability to evaluate and sustain strategic alliances. By the end of the course, professionals will lead complex partnerships effectively.

Targeted Groups

This Advanced Strategic Alliances and Partnerships course targets professionals seeking specialized knowledge and skills:

- Business development managers
- Corporate strategists
- Partnership managers
- Senior executives in multinational firms
- Entrepreneurs seeking growth through alliances
- Legal and compliance officers involved in contracts
- Project managers handling collaborative ventures

Course Objectives

Participants will achieve the following objectives through Advanced Strategic Alliances and Partnerships:

- Understand the principles of strategic alliances and partnerships
- Identify opportunities for mutually beneficial collaborations
- Develop effective negotiation strategies
- Evaluate alliance risks and governance structures
- Apply frameworks for partner selection and performance assessment
- Strengthen cross-cultural and international partnership management
- Enhance value creation through joint initiatives
- Implement strategy for alliance sustainability and growth
- Integrate strategic partnerships into corporate objectives

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic evaluation of potential partners
- Negotiation and conflict resolution skills
- Alliance risk assessment and mitigation
- Governance and compliance management
- Performance monitoring of partnerships
- Cross-cultural communication and collaboration
- Joint value creation strategies
- Decision-making in complex partnership scenarios

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Negotiating international joint ventures
- Managing cross-industry strategic alliances
- Resolving conflicts in long-term partnerships
- Selecting and evaluating high-potential partners
- Aligning partnership goals with organizational strategy
- Assessing legal and compliance risks in collaborations
- Enhancing performance through shared initiatives

Course Content

Unit 1: Foundations of Strategic Alliances and Partnerships

- Definition and types of strategic alliances
- Benefits of strategic partnerships for growth
- Key success factors in alliance management
- Lifecycle of partnerships from initiation to termination
- Strategic alignment with corporate objectives
- Differentiating alliances from mergers and acquisitions
- Role of leadership in successful partnerships

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Unit 2: Partner Selection and Relationship Management

- Identifying potential partners and industry leaders
- Evaluating partner capabilities and strategic fit
- Criteria for selecting reliable collaborators
- Building trust and long-term relationships
- Cross-cultural considerations in international partnerships
- Communication strategies for effective collaboration
- Setting expectations and performance standards

Unit 3: Negotiation, Risk, and Governance

- Negotiation techniques for mutually beneficial agreements
- Managing conflicts and dispute resolution
- Risk assessment and mitigation strategies
- Governance structures for alliance oversight
- Contractual frameworks and legal considerations
- Performance monitoring and evaluation
- Aligning incentives and shared objectives

Unit 4: Value Creation and Innovation in Alliances

- Joint development of products and services
- Knowledge and resource sharing
- Co-innovation strategies for competitive advantage
- Measuring ROI in strategic partnerships
- Leveraging technology for partnership efficiency
- Encouraging collaboration and creative problem-solving
- Enhancing stakeholder value through alliances

Unit 5: Sustaining and Scaling Strategic Partnerships

- Long-term alliance management strategies
- Scaling partnerships across regions and markets
- Continuous performance improvement
- Adapting alliances to market changes
- Leadership and cultural adaptability in partnerships
- Exit strategies and post-alliance evaluation
- Case studies of successful and failed alliances

Final Insights & Key Takeaways

Strategic alliances are vital for sustainable business growth and competitive advantage. Effective partnerships require careful planning, management, and continuous value creation.