MERCURY

# Advanced Techniques in Strategic Partnership Planning and Execution

21 – 25 March 2027
Dubai (UAE)



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# Advanced Techniques in Strategic Partnership Planning and Execution

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## Introduction

This course provides professionals with advanced strategies for planning, executing, and managing strategic partnerships effectively. It emphasizes frameworks for identifying potential partners, assessing value, and aligning objectives for mutual growth. Participants will explore negotiation strategies, risk mitigation, and performance monitoring to ensure successful collaborations. The course blends theoretical concepts with practical applications, enhancing decision-making in partnership management. Learners will gain insights into optimizing resources and building long-term strategic alliances. By the end, participants will lead complex partnership initiatives with confidence and measurable impact.

## Targeted Groups

This Advanced Techniques in Strategic Partnership Planning and Execution targets professionals seeking specialized knowledge and skills:

- Business development managers aiming to optimize partnerships.
- Corporate strategists are planning alliance strategies.
- Project managers oversee multi-organizational initiatives.
- Partnership coordinators seeking negotiation expertise.
- Senior executives responsible for strategic growth.
- Consultants advising on collaborative business models.
- Entrepreneurs looking to expand market reach through alliances.

## Course Objectives

Participants will achieve the following objectives by completing the Advanced Techniques in Strategic Partnership Planning and Execution course:

- Identify high-value strategic partners effectively.
- Evaluate potential risks and opportunities in alliances.
- Develop negotiation strategies for mutually beneficial outcomes.
- Align partnership objectives with organizational goals.
- Create frameworks to monitor and measure partnership performance.
- Implement a strategy for sustainable long-term collaboration.
- Apply best practices in strategic alliance management.
- Enhance decision-making for complex partnership scenarios.

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## Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic analysis of potential partners.
- Advanced negotiation and communication skills.
- Risk assessment and mitigation techniques.
- Partnership performance monitoring.
- Alignment of collaborations with corporate strategy.
- Resource optimization in alliances.
- Conflict resolution and problem-solving within partnerships.
- Leadership in managing cross-functional teams.

## Studying Scenarios

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

- Negotiating a joint venture agreement between multinational companies.
- Addressing conflicts in a multi-partner strategic project.
- Evaluating the risk of potential partnerships in emerging markets.
- Implementing performance metrics for alliance success.
- Designing exit strategies for underperforming collaborations.
- Aligning partnership goals with organizational growth strategies.
- Managing stakeholder expectations in complex alliances.

## Course Content

### Unit 1: Foundations of Strategic Partnership Planning

- Understanding the strategic importance of partnerships.
- Identifying potential partners in domestic and international markets.
- Assessing compatibility and value creation opportunities.
- Evaluating organizational readiness for strategic alliances.
- Analyzing market trends to inform partnership strategies.
- Defining partnership objectives and success criteria.

### Unit 2: Advanced Partnership Assessment Techniques

- Conducting SWOT and PESTEL analyses for potential partners.
- Applying financial and operational due diligence methods.
- Evaluating cultural and organizational fit.
- Assessing risk factors and mitigation strategies.
- Prioritizing partnerships based on strategic value.
- Using analytics to predict partnership outcomes.

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## Unit 3: Negotiation and Execution Strategies

- Planning negotiation strategies for high-stakes partnerships.
- Applying persuasive communication techniques.
- Structuring contracts for mutual benefit and protection.
- Managing cross-cultural negotiation dynamics.
- Leveraging technology for collaboration and monitoring.
- Executing partnership agreements efficiently.

## Unit 4: Monitoring and Optimizing Partnerships

- Defining KPIs to measure partnership success.
- Implementing regular performance reviews.
- Addressing conflicts and resolving disputes proactively.
- Adjusting strategies based on performance data.
- Enhancing collaboration through continuous feedback.
- Sustaining long-term partnership value.

## Unit 5: Strategic Growth and Innovation through Alliances

- Leveraging partnerships for market expansion.
- Driving innovation through collaborative projects.
- Aligning partnerships with corporate strategy and vision.
- Scaling successful alliances for competitive advantage.
- Building resilient and adaptable partnership frameworks.
- Learning from case studies of successful global alliances.

# Final Insights & Key Takeaways

Participants will leave equipped to plan, execute, and optimize strategic partnerships effectively. The course ensures measurable impact and long-term alliance success.