MERCURY

Strategic Alliances and Partnerships Training Course

21 – 25 December 2026
Amsterdam (Netherlands)



Dubai - UAE: +971 4 450 5697
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Ref: 15674_1079922 **Date:** 21 – 25 December 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction:

In today's interconnected business environment, strategic alliances and partnerships are crucial for achieving competitive advantage and driving innovation. Our Strategic Alliances and Partnerships training course will equip you with the knowledge and skills to build, manage, and sustain successful collaborations. Participants will master the art of strategic partnerships and unlock new opportunities for your business.

This Strategic Alliances and Partnerships course covers foundational concepts, including the benefits of alliances and partner selection criteria. It delves into advanced topics such as designing collaboration networks, managing partnerships, and resolving conflicts. Through real-world case studies and practical exercises, participants will learn how to leverage strategic alliances for growth and innovation, making their organizations more agile and competitive.

In this strategic alliances and partnerships training course, participants will explore and understand an increasingly competitive business landscape of the alliances and partnerships strategy. The value of partnerships and strategic alliances cannot be overstated. These collaborative efforts enable organizations to access new markets, share resources, enhance capabilities, and innovate more rapidly than they could independently.

This Strategic Alliances and Partnerships course specifically addresses strategic partnerships and alliance advantages, emphasizing integrating these concepts with practical management techniques to maximize the value of such relationships. Through in-depth analysis and application of these strategies, participants will discover how to navigate the complexities of managing partnerships and strategic alliances, ensuring mutually beneficial outcomes that contribute to long-term success.

Targeted Groups:

- Business Development Managers.
- Strategic Planning Professionals.
- Partnership Managers.
- Corporate Executives.
- Entrepreneurs and Startups.
- Alliance and Relationship Managers.
- Innovation Leaders.
- Project Managers.

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Course Objectives:

At the end of this Strategic Alliances and Partnerships course, participants will be able to:

- Gain a comprehensive understanding of strategic alliances, joint ventures, and partnerships.
- Identify key criteria for selecting the most suitable partners.
- Utilize tools and frameworks for evaluating potential partners.
- Design and structure effective collaboration networks.
- Differentiate between business ecosystems, partnerships, and alliances.
- Build and manage dynamic business ecosystems for innovation.
- Develop robust management processes for fostering collaboration.
- Understand various governance models and organizational structures for alliances.
- Apply advanced negotiation strategies to create win-win outcomes.
- Resolve conflicts and build trust within partnerships.
- Implement strategic alliances with a focus on action planning and performance evaluation.
- Leverage alliances to explore new business opportunities and drive growth.

Targeted Competencies:

By the end of this Strategic Alliances and Partnerships training, participants competencies will:

- Strategic Planning and Analysis.
- Partner Selection and Evaluation.
- Collaboration Network Design.
- Ecosystem Management.
- Alliance Management and Governance.
- Negotiation Skills.
- Conflict Resolution.
- Innovation and Growth Strategies.

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Course Content:

Unit 1: Introduction to Strategic Alliances and Partnerships:

- Overview of strategic alliances, joint ventures, and partnerships.
- Definition and key characteristics of each type of alliance.
- Historical evolution and current trends in strategic alliances.
- Importance of alliances in achieving business objectives.
- Impact of alliances on competitive advantage and market positioning.
- Case studies highlighting successful alliances in various industries.
- Analysis of factors contributing to the success of these alliances.

Unit 2: Identifying and Selecting Partners:

- Criteria for evaluating potential partners.
- Assessing compatibility and strategic fit with potential partners.
- Analyzing the value and resources that potential partners bring.
- Tools and frameworks for effective partner selection.
- Techniques for conducting due diligence on potential partners.
- Methods for assessing risks and benefits of potential partnerships.
- Practical exercises in partner evaluation and selection.

Unit 3: Designing Collaboration Networks:

- Introduction to collaboration networks and their importance.
- Types of collaboration networks and their applications.
- Benefits and drawbacks of various network structures.
- Costs associated with building and maintaining collaboration networks.
- Strategies for creating value within collaboration networks.
- Dynamics of network interactions and their impact on collaboration.
- Real-world examples of effective collaboration networks.

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Unit 4: Structuring Effective Ecosystems:

- Understanding the concept of business ecosystems.
- Differentiation between ecosystems, partnerships, and alliances.
- Strategies for designing and managing business ecosystems.
- Benefits of leveraging ecosystems for innovation and growth.
- Techniques for fostering ecosystem collaboration and integration.
- Case studies of successful business ecosystems in different sectors.
- Methods for evaluating and optimizing ecosystem performance.

Unit 5: Negotiation Techniques and Conflict Resolution:

- Introduction to negotiation principles in partnerships and alliances.
- Key negotiation strategies for achieving win-win outcomes.
- Psychological aspects and tactics in negotiation.
- Role-playing exercises to practice negotiation skills.
- Common sources of conflict in strategic alliances.
- Techniques for resolving disputes and managing conflicts.
- Building trust and maintaining positive relationships during conflicts.
- Analysis of case studies on conflict management and resolution.