MERCURY

Strategic Partnership Management

3 – 7 May 2027
Madrid (Spain)



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Ref: 15636_318140 **Date:** 3 – 7 May 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

In today's business world, strategic partnerships have become essential for achieving success and competitive advantage. They represent strategic relationships formed between an organization and its partners to achieve shared goals that benefit both parties. This Strategic Partnership Management course offers an opportunity to acquire the knowledge and skills to understand and effectively manage strategic partnerships.

This Strategic Partnership Management training will explore analyzing and selecting the right partners, developing effective partnership plans, and building and maintaining strong relationships with partners. They will review best practices, lessons learned from successful partnerships, and common mistakes to avoid. By developing their skills in managing strategic partnerships, they can enhance their knowledge and skills in strategic partnership management and achieve organizational goals.

The benefits of strategic partnerships include networking and collaboration, which fuel organizational growth. The implications of well-crafted alliances are vast, from creating strategic partnership agreements that lay the foundation to harnessing strategic partnership advantages for expanded market access, innovation, and shared resources. In the Strategic Partnership Management course, participants will delve into the strategic partnership development process and understand the strategic partnership framework that underpins successful collaboration.

Target Audience for This Course:

The Strategic Partnership Management course can benefit a wide range of target audiences in business and organizations:

- Project Managers can understand how to effectively develop and manage strategic partnerships to achieve their project goals.
- Relationship Managers who build and maintain relationships with clients and business partners can use the knowledge they acquire to enhance their relationships further.
- Marketing Managers are looking to explore collaboration opportunities with strategic partners to improve marketing strategies and enhance the brand.
- Entrepreneurs and startup owners seek opportunities to collaborate with strategic partners to boost their company's growth and achieve organizational goals.
- Operations Managers aim to improve company operations by building solid relationships with suppliers and partner organizations.
- Executives and Company Leaders want to understand how to apply strategic partnership strategies in leadership and achieve overall company strategic goals.
- The Strategic Partnership Management course is beneficial for anyone interested in enhancing the effectiveness of collaboration and building successful strategic relationships in the work context.

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Training Objectives:

At the end of this Strategic Partnership Management program, participants will be able to:

- Interpret the concept of strategic partnerships and their importance in the current business context.
- Participants will acquire the necessary skills to analyze and select suitable partners to achieve organizational goals.
- Participants can create integrated strategic partnership plans with clear objectives and practical action steps.
- Learn how to build and maintain solid and reciprocal relationships with their partners through effective communication and constructive tension management.
- Acquire the skills to manage existing partnerships effectively, including performance evaluation and continuous relationship development.
- Identify common challenges in managing partnerships and apply effective strategies to solve them.
- Participants can use various tools and techniques to facilitate and enhance the strategic partnership management process.
- Learn how to evaluate partnership performance and continuously develop them to achieve the desired results.

Target Competencies:

By the end of this Strategic Partnership Management training, participants competencies will:

- Analysis and Evaluation.
- Planning and Organization.
- Effective Communication.
- Problem-Solving.
- Leadership and Negotiation.
- Evaluation and Development.
- Innovation and Adaptability.

Course Content:

Unit 1: Strategic Partnership Concepts:

- Define the importance of strategic partnerships in the current business context.
- Know the benefits and different types of strategic partnerships.
- Learn about the success factors in building and managing strategic partnerships.

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Unit 2: Partner Analysis and Selection:

- Understand market analysis techniques and potential partners.
- Explore processes for selecting suitable partners and evaluating their alignment with organizational goals.

Unit 3: Developing Partnership Plans:

- Explore elements and components of strategic partnership plans.
- Learn how to set specific, measurable goals and timelines for achieving them.
- Identify responsibilities and resources required to implement the plan.

Unit 4: Building Strong Relationships:

- Understand the fundamentals of effective communication and building trust with partners.
- Manage tensions and resolve conflicts constructively.
- Enhance cooperation and sustainable partnerships.

Unit 5: Managing Existing Partnerships:

- Evaluate partnership performance and develop them to achieve desired results.
- Manage changes and challenges that may face existing partnerships.
- Know the growth and expansion strategies to enhance successful partnerships.

Unit 6: Lessons Learned and Practical Applications:

- Review best practices and lessons learned from successful strategic partnerships.
- Explain case studies and practical applications to apply acquired concepts and skills.

Conclusion:

Aspiring strategic partnership managers or seasoned professionals will each find value in the approach offered by this Strategic Partnership Management course. By integrating strategic partnership manager responsibilities and skills, participants equip themselves with what is essential to excel as strategic partnership managers and contribute to creating and sustaining meaningful business relationships.