



Managing Partnerships and Strategic Alliances

08 - 12 Jul 2024
Vienna (Austria)



Managing Partnerships and Strategic Alliances

Ref.: 15258_303492 **Date:** 08 - 12 Jul 2024 **Location:** Vienna (Austria) **Fees:** 4900 **Euro**

Introduction:

This program is designed for you to learn how to create and manage a variety of strategic alliances, both domestic and international, including joint ventures, licensing agreements, buyer-supplier partnerships and consortia. Through this course we aim for you to examine the specific conditions under which alliances are preferred to other growth strategies, develop a better sense of the related costs and benefits, and leave with practical tools you can apply immediately.

Targeted Groups:

- Business Analysts
- Senior Government Personnel
- Legal Advisors
- Financial Advisors
- Directors and Senior Management from Private Infrastructure/ Public Utility Sectors
- Technical and Financial Consultants

Course Objectives:

- Analyze and determine when to make, buy or ally
- Create and manage value-adding alliances
- Avoid common pitfalls that can lead to alliance failures
- Negotiate before, during and after alliance agreements have been signed
- Anticipate critical legal, financial and operational issues in alliances
- Manage complex, multiple alliance initiatives within your organization

Course Content:

Unit 1: Promises and Pitfalls of Alliances

- Evaluate risks and returns
- Avoid alliance failure factors
- Increase the probability of successful alliances
- Address the challenge of cooperation among large numbers of partners

Unit 2: Make, Buy or Ally

- Know when to use alliances as a business development vehicle
- Protect your company's interests strategically and contractually
- Detect when your partner has a win/lose orientation
- Understand the role of alliances in the network economy

Unit 3: Alliance Decisions and Capabilities

- Change your status from vendor to partner
- Develop an alliance capability across the organization
- Structure an alliance for organizational learning
- Create alliances within an organization
- Improve alliance management capabilities

Unit 4: Economic and Governance Issues

- Deal with cultural differences in alliances, especially in emerging economies
- Map competitors' alliances
- Implement a framework for stakeholder analysis

Unit 5: Analyzing and Designing Joint Ventures

- Discuss strategic and operational considerations
- Anticipate critical legal, accounting and financial issues
- Find value in cooperation
- Anticipate conflict and instability when your company has multiple alliances



**Registration form on the :
Managing Partnerships and Strategic Alliances**

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Complete & Mail or fax to Mercury Training Center at the address given below

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Company Information

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Person Responsible for Training and Development

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