



## Strategic Partnership Management

13 - 17 Apr 2025  
Kuala Lumpur (Malaysia)



# Strategic Partnership Management

**Ref.:** 15636\_318126 **Date:** 13 - 17 Apr 2025 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4500 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 course offers an opportunity to acquire the knowledge and skills to understand and effectively manage strategic partnerships. We will explore how to analyze and select the right partners, develop effective partnership plans, and build and maintain strong relationships with partners.

We will also review best practices and lessons learned from successful partnerships and common mistakes to avoid. Through a diverse mix of discussions and practical models, you can develop your skills in managing strategic partnerships and achieve your organizational goals more effectively.

We are excited to share this educational journey with you and look forward to enhancing your knowledge and skills in strategic partnership management.

## Target Audience for This Course:

The Strategic Partnership Management course can benefit a wide range of target audiences in business and organizations. Here are some target groups that could greatly benefit from this course:

- 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.
- In short, anyone interested in enhancing the effectiveness of collaboration and building successful strategic relationships in the work context can benefit from the Strategic Partnership Management course.

## Training Objectives:

By the end of this program, participants will be able to:

- Understand Strategic Partnership Concepts: Participants will be able to interpret the concept of strategic partnerships and their importance in the current business context.
- Analyze and Select Partners: Participants will acquire the necessary skills to analyze and select suitable partners to achieve their organizational goals.
- Develop Partnership Plans: Participants can create integrated strategic partnership plans with clear objectives and practical action steps.
- Build Strong Relationships: Participants will learn how to build and maintain solid and reciprocal relationships with their partners through effective communication and constructive tension management.
- Manage Existing Partnerships: Participants will acquire the skills to manage existing partnerships effectively, including performance evaluation and continuous relationship development.
- Solve Problems and Challenges: Participants will be able to identify common challenges in managing partnerships and apply effective strategies to solve them.
- Use Tools and Techniques: Participants can use various tools and techniques to facilitate and enhance the strategic partnership management process.
- Evaluate and Develop: Participants will learn how to evaluate partnership performance and continuously develop them to achieve the desired results.

## Target Competencies:

- Analysis and Evaluation: The ability to analyze and evaluate potential partners and understand their alignment with organizational goals.
- Planning and Organization: The ability to create well-structured strategic partnership plans and organize the required steps and activities to achieve them.
- Effective Communication: The ability to communicate effectively with partners and build strong relationships that enhance understanding and trust.
- Problem Solving: The ability to identify and solve problems and challenges that may arise during the partnership management process.
- Leadership and Negotiation: The ability to lead the partnership process effectively, guide teams toward achieving shared goals, and possess strong negotiation skills.
- Evaluation and Development: The ability to evaluate partnership performance and develop it in line with organizational goals to improve achieved results.
- Innovation and Adaptability: The ability to apply best practices in partnership management and adapt to changes in the operational environment.

## 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.

## **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.



**Registration form on the :  
Strategic Partnership Management**

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