

Strategic Partnership Models

Course code: PSM-001



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Participating in the "Strategic Partnership Models" course is a transformative opportunity for anyone looking to excel in today's collaborative business environment. This course provides a comprehensive examination of the art of forming and managing strategic partnerships, equipping you with the knowledge and skills necessary to leverage these alliances as powerful drivers of growth. You'll learn how to strategically identify and align with the right partners, navigate complex negotiations, and build lasting, productive relationships. The course includes hands-on exercises and real-world examples that drive key strategies and best practices. By engaging with industry experts and peers, you'll gain actionable insights that can be immediately applied to enhance your organization's collaboration efforts. Equip yourself with the tools to create and sustain successful partnerships, positioning your organization for greater innovation and competitive advantage. Join us and unlock the full potential of your collaborative ventures to achieve exceptional results.

Why Attend

The course combines interactive workshops, real-world case studies, and expert-led discussions to offer practical, hands-on learning experiences. Participants will engage in collaborative exercises and activities designed to enhance their skills in building and managing strategic partnerships effectively.

Who Should Attend

This course is designed for business leaders, managers, and strategic planners seeking to enhance their skills in forming and managing effective partnerships. It is ideal for professionals involved in business development, project management, and those responsible for fostering collaborative relationships within their

— Learning Objectives

- Define strategic partnerships and understand their critical role in the modern business landscape, including their benefits and significance
- Explain the foundational concepts of strategic partnerships, including different types of partnerships and their benefits and drawbacks
- Master the process of identifying and selecting the right partners, negotiating and structuring effective agreements, and managing ongoing partnerships
- Explore how to leverage partnerships for innovation, market expansion, and cost efficiency
- Apply the skills to measure the success of strategic partnerships, address common challenges, and implement effective exit strategies when necessary

Course Outline

DAY
1

Course Content

- Introduction to Strategic Partnerships
 - Exploring the fundamental concepts and definitions of strategic partnerships
 - Understanding why strategic partnerships are crucial in today's business environment
 - Reviewing different forms of strategic partnerships, such as joint ventures, strategic alliances, and partnerships
 - Analyzing the advantages and potential challenges associated with forming strategic partnerships
 - Examining real-world examples to illustrate successful and unsuccessful strategic partnerships
- Strategic Partnership Fundamentals
 - Delving into the principles and theories behind strategic partnerships
 - Identifying and prioritizing key stakeholders through power-interest analysis
 - Evaluating potential partners using the attractiveness vs. compatibility matrix
 - Clarifying roles and responsibilities using the RACI framework
 - Screening strategic partnership opportunities based on risk and impact
- Building Successful Strategic Partnerships
 - Developing skills for scouting, evaluating, and selecting suitable partners
 - Mastering the art of negotiation to create agreements that benefit all parties involved
 - Learning about different partnership structures and how to implement them effectively
 - Understanding the importance of communication in maintaining successful partnerships
 - Exploring strategies for resolving conflicts and managing disputes within partnerships
- Leveraging Strategic Partnerships
 - Exploring methods for leveraging partnerships to drive innovation and co-develop products
 - Learning how to create and implement collaborative marketing and sales strategies
 - Understanding strategies for using partnerships to enter new markets and achieve global expansion
 - Analyzing how to streamline operations and share resources to reduce costs
 - Examining how partnerships can facilitate the transfer and adoption of new technologies
- Designing and Sustaining Strategic Partnership Value Propositions
 - Co-Creation of value
 - Evaluating strategic, operational, and cultural fit
 - Value proposition sustainability
 - Communication and governance structures
 - Turning successful partnerships into brand, reputational, or market assets

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Frankfurt - Germany	€1,625
9 - 13 November 2026	Rome - Italy	€2,125
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
18 - 22 January 2027	Vienna - Austria	€2,125
15 - 19 February 2027	Dubai - UAE	€1,400
15 - 19 March 2027	Barcelona - Spain	€1,925
19 - 23 April 2027	Paris - France	€2,250
17 - 21 May 2027	Frankfurt - Germany	€1,625

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.