MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

MANAGING PARTNERSHIPS AND STRATEGIC ALLIANCES

“Maximize Value Through Effective Collaboration and Strategic Partnership Management\""

Schedule

Date	Venue	Fees (Face-to-Face)
06 – 10 Jul 2026	Barcelona, Spain	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This intensive 5-day course equips business leaders and managers with the knowledge and skills to successfully form, manage, and sustain partnerships and strategic alliances. It explores frameworks, tools, and best practices for building win-win collaborations that deliver shared value and competitive advantage.

Participants will gain practical insights into partner selection, governance models, performance measurement, risk management, and conflict resolution to ensure alliances remain productive and resilient over time.

Objectives

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

- Understand key concepts and frameworks for strategic alliances and partnerships.
- Evaluate, negotiate, and formalize partnership agreements.
- Manage governance structures, roles, and responsibilities effectively.
- Monitor and measure alliance performance against strategic goals.
- Identify and mitigate risks, resolve conflicts, and adapt alliances over time.

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Why Attend

- Learn proven models and tools for successful alliance management.
- Gain insights into managing cross-cultural and multi-stakeholder partnerships.
- Strengthen negotiation, governance, and relationship management skills.
- Avoid common pitfalls and maximize the value of your alliances.
- Build a network of peers and share real-world experiences and challenges.

Target Audience

This program is designed for:

- Business development and strategic partnership managers
- Senior executives and corporate leaders involved in alliances
- Project and program managers overseeing joint initiatives
- Legal, compliance, and risk professionals managing partnership agreements
- Anyone responsible for forming, maintaining, or optimizing alliances

Individual Benefits

Key competencies that will be developed include:

- Advanced partnership and alliance management skills.
- Enhanced negotiation, communication, and stakeholder engagement abilities.
- Greater confidence in managing complex, multi-party relationships.
- Improved ability to deliver value and innovation through collaborations.
- Practical strategies for risk management and conflict resolution.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger, more effective strategic alliances and partnerships.
- Improved collaboration and joint value creation across teams and partners.
- Reduced partnership risks and improved conflict resolution mechanisms.
- Enhanced competitive positioning through strategic collaborations.
- Alignment of alliances with overall organizational strategy and goals.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Deep dives into partnership models, governance frameworks, and alliance management strategies.
- Case Studies – Real-world examples of successful and failed alliances.
- Workshops – Hands-on exercises on partner selection, governance design, and conflict resolution.
- Peer Exchange – Group discussions on alliance challenges, solutions, and best practices.
- Tools – Templates for partnership agreements, performance metrics, and governance frameworks.

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Course Outline

Detailed 5-Day Course Outline Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Strategic Partnerships and Alliances

- Module 1: Understanding Alliances and Partnerships (07:30 – 09:30)
- Definitions, types, and strategic importance of alliances.
- Success factors and common pitfalls in partnerships.
- Aligning partnerships with business strategy.
- Module 2: Partner Selection and Evaluation (09:45 – 11:15)
- Criteria for selecting the right partners.
- Due diligence and compatibility assessments.
- Negotiating mutual value and shared goals.
- Module 3: Case Study – Successful Alliance Examples (11:30 – 01:00)
- Analysis of real-world partnership successes.
- Lessons learned and application to participants' contexts.
- Module 4: Workshop – Mapping Your Current Partnerships (02:00 – 03:30)
- Group exercise: Analyzing and improving your organization's alliances.

Day 2: Governance, Roles, and Responsibilities

- Module 1: Designing Effective Governance Structures (07:30 – 09:30)
- Defining governance models and decision-making processes.
- Establishing clear roles, responsibilities, and accountability.
- Managing cross-cultural and virtual alliances.
- Module 2: Communication and Stakeholder Management (09:45 – 11:15)
- Building trust and transparency across partners.
- Engaging internal and external stakeholders.
- Handling sensitive issues and confidential information.
- Module 3: Case Study – Governance Challenges (11:30 – 01:00)
- Examining governance failures and lessons learned.
- Applying insights to improve governance in participants' contexts.
- Module 4: Workshop – Drafting a Governance Plan (02:00 – 03:30)
- Hands-on development of a governance structure for an alliance.

Day 3: Performance Management and Value Creation

- Module 1: Setting Alliance Objectives and Metrics (07:30 – 09:30)
- Defining KPIs and performance benchmarks.
- Aligning goals and expectations between partners.
- Tracking progress and measuring success.
- Module 2: Delivering Innovation and Shared Value (09:45 – 11:15)
- Leveraging alliances for innovation and growth.
- Managing knowledge sharing and joint initiatives.
- Creating long-term, sustainable value.
- Module 3: Workshop – Developing a Performance Dashboard (11:30 – 01:00)
- Practical exercise on building performance measurement tools.
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Module 4: Peer Exchange – Sharing Performance Lessons (02:00 – 03:30)

- Group discussion on performance management experiences.

Day 4: Risk Management and Conflict Resolution

- Module 1: Identifying and Managing Risks (07:30 – 09:30)
- Key risks in strategic alliances and partnerships.
- Developing mitigation strategies and contingency plans.
- Contractual clauses to protect against risks.
- Module 2: Conflict Management Strategies (09:45 – 11:15)
- Sources of conflict in alliances.
- Tools and techniques for resolving disputes.
- Maintaining positive partner relationships during conflicts.
- Module 3: Workshop – Conflict Resolution Simulation (11:30 – 01:00)
- Role-playing exercise on managing partnership conflicts.
- Module 4: Case Study – Managing Alliance Crises (02:00 – 03:30)
- Analysis of real-world crisis management in partnerships.

Day 5: Sustaining and Evolving Alliances

- Module 1: Adapting Alliances Over Time (07:30 – 09:30)
- Reviewing and evolving partnerships as needs change.
- Handling alliance exits and transitions.
- Ensuring long-term sustainability.
- Module 2: Future Trends in Strategic Alliances (09:45 – 11:15)
- Emerging trends, technologies, and models.
- Preparing for the future of collaborative business.
- Module 3: Workshop – Alliance Sustainability Plan (11:30 – 01:00)
- Developing a plan to sustain and evolve a real or hypothetical alliance.
- Module 4: Final Review and Certification (02:00 – 03:30)
- Summarizing key takeaways and lessons.
- Presentation of certificates and closing remarks.

Certification

Participants will receive a Certificate of Completion in Managing Partnerships and Strategic Alliances, validating their expertise in forming, managing, and sustaining strategic partnerships that drive value, innovation, and competitive advantage.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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