

Strategic Partnership Management

Duration: 5 Days

Language: en

Course Code: MG2-178

Objective

Upon completion of this course, participants will be able to:

- Evaluate and choose suitable partners for establishing strategic alliances.
- Formulate collaborative networks with careful consideration of associated costs and benefits.
- Understand the distinctions between different types of ecosystems and their relationship dynamics compared to partnerships and alliances.
- Create management protocols that promote and nurture collaboration.
- Implement negotiation techniques and strategies adeptly to enhance partnership outcomes.
- Leverage acquired knowledge and tools in practical situations, making informed decisions concerning partnerships and alliances.

Audience

This course is designed for anyone responsible for maintaining business partnerships and

professional relationships for the purpose of continuous development. It would be most beneficial for:

- Business Executives
- Entrepreneurs
- Business Consultants
- Partnerships Managers
- Business Analysts
- Procurement Professionals
- Supply Chain Managers
- PR Professionals
- Business Developers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review how building an effective partnership infrastructure can benefit an organisation and their long-term goals.
They will watch presentations on the best tools and techniques to manage mutually beneficial relationships and they will conduct role-playing activities in order to sharpen up their negotiation and persuasion techniques.

Summary

Effectively managing partnerships and strategic alliances is essential for fostering successful collaborations that contribute to mutual growth and innovation. The cornerstone of this management lies in clear communication and shared objectives. Establishing a comprehensive understanding of each partner's goals, values, and expectations ensures alignment and minimises potential conflicts.
Regular and transparent communication channels should be maintained, fostering an open dialogue that encourages the exchange of ideas and feedback. Additionally, defining roles, responsibilities, and expectations at the outset helps prevent misunderstandings and promotes accountability. Successful management also involves cultivating a culture of trust and collaboration, recognising and celebrating achievements, and addressing challenges promptly.
Periodic assessments of the partnership's performance and reassessment of goals allow for necessary adjustments and continuous improvement. Staying adaptable in the face of evolving market conditions and business landscapes is crucial to ensuring the long-term

viability and success of strategic alliances and partnerships.

Course Content & Outline

Section 1: Creating a Diary of Beneficial Partnerships

- Identifying potential partnership opportunities.
- Assessing compatibility and mutual benefits.
- Effective communication and relationship-building.
- Establishing clear goals and expectations in partnerships.
- Collaborative problem-solving and decision-making.
- Navigating challenges and conflicts in partnerships.
- Monitoring and evaluating partnership performance.
- Creating a strategic plan for cultivating beneficial partnerships.
- Networking and outreach for partnership development.
- Maintaining and nurturing successful partnerships over time.

Section 2: Networking for External Collaboration

- Building a strategic external network.
- Effective networking techniques and etiquette.
- Identifying key stakeholders and potential collaborators.
- Leveraging social media for professional networking.
- Crafting an impactful elevator pitch for collaboration.
- Building and maintaining professional relationships.
- Networking in diverse and inclusive settings.
- Nurturing long-term partnerships through networking.
- Overcoming common challenges in external collaboration.
- Developing a personalised networking action plan.

Section 3: How to Structure a Mutually Beneficial Ecosystem

- Understanding the concept of a mutually beneficial ecosystem.
- Identifying key players and stakeholders in the ecosystem.
- Defining clear roles and responsibilities for each participant.
- Establishing communication channels within the ecosystem.
- Aligning goals and objectives for mutual benefit.
- Creating a framework for collaboration and information sharing.
- Implementing feedback loops for continuous improvement.
- Managing conflicts and challenges within the ecosystem.
- Evaluating the success and impact of the ecosystem.

- Developing strategies for sustainability and growth in the ecosystem.

Section 4: Tools & Frameworks for Effective Collaboration

- Selecting the right tools for different collaboration needs.
- Implementing project management tools for collaborative projects.
- Leveraging communication platforms for real-time collaboration.
- Using cloud-based collaboration tools for remote teams.
- Integrating collaborative frameworks into daily workflows.
- Balancing security and accessibility in collaboration tools.
- Facilitating virtual meetings and collaborative sessions.
- Measuring success and productivity in collaborative efforts.
- Continuous improvement strategies for collaborative processes.

Section 5: Negotiation & Decision-Making Strategies for Advancement

- Fundamentals of effective negotiation.
- Developing a strategic approach to negotiations.
- Decision-making processes and models.
- Identifying and prioritising negotiation goals.
- Building strong arguments and persuasive communication.
- Handling difficult or high-stakes negotiations.
- Balancing assertiveness and flexibility in negotiations.
- Ethical considerations in negotiation and decision-making.
- Evaluating and managing risks in decision-making.
- Integrating negotiation skills for career advancement opportunities.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Management & Leadership, Project Management

Tags

management, Strategic Partnership, Networking, External Collaboration

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