Strategic Open Innovation and Partnership Ecosystems Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #INN6342_278102

Course Introduction / Overview:

In today's hyper-competitive landscape, the traditional, closed model of internal research and development is no longer sufficient to drive sustainable growth. The future belongs to organizations that can effectively leverage external knowledge, technologies, and resources through open innovation and strategic partnerships. This paradigm shift, famously articulated by academic Henry Chesbrough in his seminal work "Open Innovation: The New Imperative for Creating and Profiting from Technology," emphasizes collaboration as a core competitive advantage. This intensive training course from BIG BEN Training Center provides a comprehensive, A-to-Z roadmap for mastering this critical business function. We will move beyond theoretical concepts to provide actionable frameworks for building and managing powerful innovation ecosystems. Participants will learn how to design a robust open innovation strategy, identify and vet the right partners, structure mutually beneficial alliances, and manage these relationships for long-term value creation. This program is designed to equip leaders with the skills to transform their organizations into agile, networked innovators, capable of turning external collaboration into a powerful engine for growth and market leadership.

Target Audience / This training course is suitable for:

- Innovation Managers and Directors.
- Research and Development (R&D) Leaders.
- Business Development and Corporate Strategy Managers.
- Product Managers and Product Line Directors.
- Corporate Venture Capital and M&A Professionals.
- Alliance and Partnership Managers.
- Technology Scouting and Licensing Executives.
- Entrepreneurs and Startup Founders.
- Project and Program Managers in innovation-focused roles.

Target Sectors and Industries:

- Technology and Software Development.
- Pharmaceuticals and Biotechnology.
- Manufacturing and Engineering.
- Financial Services and FinTech.
- Telecommunications and Media.
- Energy and Utilities.
- Consumer Goods and Retail.
- Automotive and Aerospace.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Research and Development (R&D).
- Strategy and Corporate Development.
- Business Development and Sales.
- Product Management and Marketing.
- Legal and Intellectual Property (IP) Management.
- Corporate Venturing Units.
- Operations and Supply Chain Management.
- Finance and Investment Departments.

Course Offerings:

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

- Develop a robust open innovation strategy aligned with corporate goals.
- Master techniques for scouting and identifying high-potential technology and business partners.
- Conduct thorough due diligence to evaluate the strategic fit and risk of potential partners.
- Structure and negotiate effective partnership agreements, including IP and governance terms.
- Manage the complete lifecycle of strategic alliances for long-term value co-creation.
- Implement metrics and KPIs to measure the success and impact of innovation partnerships.
- Foster an internal culture that embraces and supports external collaboration.
- Navigate the complexities of managing a diverse innovation portfolio of external relationships.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and immersive, ensuring that participants can immediately apply their learning. This course moves beyond traditional lectures to foster a dynamic learning environment built on real-world application. A cornerstone of our approach is the extensive use of case studies, where we will dissect the successes and failures of open innovation initiatives and strategic partnerships from leading global companies. Participants will engage in hands-on workshops and group exercises, such as developing a partner evaluation scorecard or mapping a potential innovation ecosystem. Interactive sessions, facilitated discussions, and peer-to-peer learning will encourage the sharing of diverse perspectives and experiences. Role-playing scenarios will be used to simulate partnership negotiations and conflict resolution, allowing participants to practice critical skills in a controlled environment. Continuous feedback from our expert instructors will be provided throughout the course, ensuring a deep and practical understanding of how to build and manage successful collaborative innovation frameworks within any organization.

Course Agenda (Course Units):

Unit One: Foundations of Open Innovation and Strategic Alliances

- The Evolution from Closed to Open Innovation Models.
- Core Principles of Henry Chesbrough's Open Innovation Paradigm.
- Types of Strategic Partnerships and Alliances.
- The Business Case for Collaborative Innovation.
- Identifying Key Benefits and Potential Risks.
- Understanding the Role of Corporate Culture in Partnership Success.
- Case Study Analysis of Pioneering Open Innovators.

Unit Two: Designing the Open Innovation Strategy

- Aligning Innovation Strategy with Overall Corporate Objectives.
- Conducting an Internal Innovation Gap Analysis.
- Developing an "Innovation Thesis" to Guide External Searches.
- Establishing Governance Frameworks for Open Innovation.
- Defining Search Fields and Areas of Interest.
- Balancing Inbound and Outbound Innovation Activities.
- Building the Internal Infrastructure to Support External Collaboration.

Unit Three: Partner Scouting, Evaluation, and Engagement

- Techniques for Effective Technology and Partner Scouting.
- Mapping the External Innovation Ecosystem.
- Utilizing Digital Platforms and Networks for Partner Discovery.
- Developing a Partner Evaluation Scorecard and Criteria.
- Conducting Strategic, Financial, and Cultural Due Diligence.
- Initial Engagement Strategies and Pitching Collaboration.
- Building and Managing a Pipeline of Potential Partners.

Unit Four: Structuring and Negotiating Partnership Agreements

- Common Models for a Strategic Alliance (e.g., Joint Ventures, Licensing).
- Key Legal and Contractual Components of a Partnership Agreement.
- Navigating Intellectual Property (IP) Rights and Ownership.
- Developing Financial Models and Value-Sharing Mechanisms.
- Effective Negotiation Tactics for Win-Win Outcomes.
- Defining Roles, Responsibilities, and Governance Structures.
- Risk Mitigation Strategies in Partnership Contracts.

Unit Five: Managing the Alliance Lifecycle and Ecosystem

- Best Practices in Alliance and Partnership Management.
- Establishing Joint Steering Committees and Communication Protocols.
- Developing Key Performance Indicators (KPIs) to Measure Success.
- Strategies for Managing Conflict and Resolving Disputes.
- Scaling Successful Partnerships and Terminating Unproductive Ones.
- Fostering Long-Term Trust and Relationship Equity.
- Building a Sustainable and Thriving Innovation Ecosystem.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As organizations increasingly rely on external ecosystems for innovation, how can they balance the need for openness and collaboration with the imperative to protect core intellectual property and maintain a unique competitive advantage?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and pragmatic journey through the entire lifecycle of open innovation and strategic partnerships, moving far beyond purely theoretical models. While other programs may focus on a single aspect, such as negotiation or strategy, we integrate every critical stage, from initial strategic alignment and partner scouting to alliance management and ecosystem scaling. Our curriculum is built upon a foundation of real-world applicability, emphasizing actionable frameworks and practical toolkits that participants can implement immediately within their organizations. We prioritize deep-dive case studies that explore not only the celebrated successes but also the instructive failures of corporate partnerships, providing nuanced and candid insights. The methodology focuses on developing practical wisdom through simulated negotiations and collaborative problem-solving workshops, ensuring that participants leave not just with knowledge, but with the confidence and competence to lead complex collaborative initiatives. The focus is less on abstract theories and more on the managerial and strategic acumen required to build and sustain value-creating relationships in a networked world.