Strategic Partnerships Alliances and Joint Ventures Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA8814_257150

Course Introduction / Overview:

In today's interconnected global economy, no single organization can dominate alone. Sustainable growth and competitive advantage are increasingly driven by the ability to form, manage, and leverage external relationships. This course on Strategic Partnerships, Alliances, and Joint Ventures provides a comprehensive roadmap for navigating the complexities of inter-firm collaboration. Moving beyond theoretical concepts, this program delves into the practical mechanics of building and sustaining value-creating partnerships. As highlighted by renowned academics like Yves L. Doz and Gary Hamel in their seminal work "Alliance Advantage: The Art of Creating Value through Partnering," the success of an alliance hinges on a delicate balance of strategy, trust, and operational integration. This training, offered by BIG BEN Training Center, is meticulously designed to equip participants with the frameworks and skills needed to identify the right partners, structure sound agreements, and manage the entire alliance lifecycle effectively. Participants will learn to avoid common pitfalls and transform collaborative ventures from high-risk propositions into powerful engines for innovation, market access, and shared success, ensuring their organizations are well-positioned to thrive in a networked world.

Target Audience / This training course is suitable for:

- Business Development Managers and Directors.
- Corporate Strategy and Planning Professionals.
- Mergers and Acquisitions (M&A) Specialists.
- Project and Program Managers.
- Legal Counsel and Corporate Lawyers.
- Finance and Investment Analysts.
- Senior Executives and C-Suite Leaders (CEO, CSO, COO).
- Entrepreneurs and Business Owners.
- Commercial and Contract Managers.
- Product and Innovation Managers.

Target Sectors and Industries:

- Technology and Software Development.
- Pharmaceuticals and Biotechnology.
- Energy, Oil, and Gas.
- Financial Services and Banking.
- Telecommunications and Media.
- Manufacturing and Automotive.
- Aerospace and Defense.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Governmental and Public Sector Agencies.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Business Development and Sales.
- Legal and Compliance Departments.
- Finance and Treasury.
- Operations and Supply Chain Management.
- Research and Development (R&D).
- Marketing and Product Management.
- Executive Management.
- Procurement and Sourcing.

Course Offerings:

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

- Develop a robust strategic framework for identifying and evaluating partnership opportunities.
- Conduct thorough due diligence on potential partners to assess strategic, financial, and cultural fit.
- Master advanced negotiation techniques for structuring mutually beneficial alliance and joint venture agreements.
- Design and implement effective governance models to manage and oversee collaborative ventures.
- Create and track key performance indicators (KPIs) to measure the success and value of partnerships.
- Proactively manage partner relationships and resolve conflicts to ensure long-term collaboration.
- Understand the critical legal and financial implications of different partnership structures.
- Plan and execute smooth exit strategies for concluding alliances and joint ventures.
- Analyze complex case studies of successful and failed alliances to extract actionable lessons.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to real-world business challenges. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built around a blend of expert-led presentations, in-depth case study analyses of real corporate alliances, and collaborative group workshops. Participants will work in teams on simulation exercises that challenge them to negotiate a joint venture, design a governance structure, or plan an exit strategy. Role-playing scenarios will be used to hone negotiation and conflict resolution skills in a safe and constructive setting. Ample time is allocated for peer-to-peer discussions, Q&A sessions, and sharing of professional experiences. Our facilitators provide continuous feedback and guide participants in developing actionable plans they can implement immediately within their organizations, ensuring a tangible return on their training investment.

Course Agenda (Course Units):

Unit One The Strategic Foundation of Corporate Alliances

- Introduction to Strategic Partnerships, Alliances, and Joint Ventures.
- The Rationale for Collaboration in a Globalized Economy.
- Types of Partnerships: From Non-Equity Alliances to Mergers.
- Aligning Partnership Strategy with Corporate Objectives.
- Analyzing the Pros and Cons of Different Collaboration Models.
- The Alliance Lifecycle Framework: From Conception to Termination.
- Identifying Key Drivers for Successful Partnerships.
- Case Study: A Landmark Strategic Alliance in the Tech Industry.

Unit Two Partner Selection, Screening, and Due Diligence

- Developing a Comprehensive Partner Selection Criterion.
- Techniques for Identifying and Sourcing Potential Partners.
- Conducting Strategic and Operational Due Diligence.
- Assessing Financial Health and Stability of Potential Partners.
- Evaluating Cultural Fit and Management Compatibility.
- Risk Assessment and Mitigation Strategies in Partner Selection.
- Building the Business Case for a Proposed Partnership.
- Workshop: Creating a Partner Evaluation Scorecard.

Unit Three Structuring and Negotiating Agreements

- Key Legal Structures for Joint Ventures and Alliances.
- Understanding Term Sheets and Memorandums of Understanding (MoU).
- Negotiating Key Terms: Scope, Contributions, and IP Rights.
- Strategies for Win-Win Negotiation and Value Creation.
- Defining Ownership, Control, and Decision-Making Processes.
- Drafting Effective and Clear Partnership Contracts.
- The Role of Legal Counsel in the Negotiation Process.
- Simulation: Negotiating a Joint Venture Agreement.

Unit Four Alliance Management and Governance

- Designing an Effective Alliance Governance Structure.
- Establishing Joint Steering Committees and Management Teams.
- Developing a Shared Vision and Operating Principles.
- Managing Day-to-Day Operations and Communication Protocols.
- Building Trust and Managing Inter-Personal Dynamics.
- Performance Management: Setting KPIs and Success Metrics.
- Conflict Resolution Mechanisms and Escalation Paths.
- Tools and Technologies for Alliance Management.

Unit Five Advanced Topics, Evolution, and Exit Strategies

- Managing a Portfolio of Multiple Alliances.
- Navigating Cross-Cultural Challenges in International Partnerships.
- Adapting and Evolving the Alliance as Business Needs Change.
- Recognizing Early Warning Signs of a Failing Partnership.
- Planning for Alliance Termination and Exit.
- Executing Different Exit Strategies: Buyout, IPO, or Dissolution.
- Capturing and Transferring Knowledge from the Alliance Experience.
- Future Trends in Strategic Alliances and Business Ecosystems.

FAQ:

Qualifications required for registering to this course?

There are no prerequisites.

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

This training course extends over five days, with a daily duration ranging from 4 to 5 hours, including breaks and interactive activities, bringing the total to 20–25 training hours.

Something to think about

How can organizations effectively balance the need for contractual control with the relational flexibility required to foster innovation within a strategic alliance?

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

This course distinguishes itself by focusing on the complete, end-to-end lifecycle of strategic collaborations, rather than concentrating on a single phase like negotiation or formation. While many programs offer a theoretical overview, our curriculum is deeply rooted in practical application, guiding participants from initial strategic alignment and partner due diligence through the complexities of daily governance and, ultimately, to a well-planned exit strategy. We emphasize the "how" as much as the "what," using a pedagogy rich with real-world case studies that explore both celebrated successes and instructive failures. This provides a nuanced understanding of what truly drives partnership value. Furthermore, the course content is not static; it addresses contemporary challenges such as managing digital ecosystems, navigating cross-cultural dynamics in global JVs, and governing a portfolio of alliances. The interactive methodology, featuring negotiation simulations and governance workshops, ensures that participants do not just learn concepts but actively practice the skills needed to lead and manage these critical business relationships effectively, making the learning both durable and immediately transferable to their professional roles.