

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Strategic Alliances and Partnership Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Alliances, joint ventures and strategic partnerships can open markets and capabilities faster than organic growth, yet many fail through misaligned goals or poor governance. This course covers the full partnership lifecycle: selecting partners, structuring agreements, setting up governance, managing performance and conflict, and renewing or exiting partnerships.

Partnerships demand different skills from internal management. You will learn how to create partnerships that last and deliver value for both sides.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Partnership case studies, partner selection exercises, governance design workshops and negotiation simulations.

Course objectives

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

- Explain types of strategic alliances and partnerships
- Select and assess suitable partners
- Structure agreements and value sharing
- Design partnership governance
- Manage performance, trust and conflict
- Plan renewal or exit

Target audience

This course is suitable for:

- Business development managers
- Partnership and alliance managers
- Senior executives
- Commercial and legal advisers
- Public-private partnership managers



Course content

Target competencies

Participants will develop competencies in:

- Partner selection
- Agreement structuring
- Governance
- Relationship management
- Conflict resolution

Course outline

Day 1: Why Partner

09:00–10:08	Types of alliances
10:08–11:00	Strategic rationale
11:00–11:30	**Coffee break**
11:30–11:45	Strategic rationale (continued)
11:45–12:53	Reasons partnerships fail
12:53–14:00	Case study

Day 2: Selecting Partners

09:00–10:08	Partner criteria
10:08–11:00	Due diligence
11:00–11:30	**Coffee break**
11:30–11:45	Due diligence (continued)
11:45–12:53	Cultural fit
12:53–14:00	Exercise: partner scorecard

Day 3: Structuring Agreements

09:00–10:08	Contribution and value sharing
10:08–11:00	Key contractual terms
11:00–11:30	**Coffee break**



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11:30–11:45	Key contractual terms (continued)
11:45–12:53	Joint venture structures
12:53–14:00	Negotiation simulation

Day 4: Governance and Performance

09:00–10:08	Steering committees
10:08–11:00	Partnership KPIs
11:00–11:30	**Coffee break**
11:30–11:45	Partnership KPIs (continued)
11:45–12:53	Managing conflict
12:53–14:00	Workshop: governance design

Day 5: Renewal and Exit

09:00–10:08	Health checks
10:08–11:00	Renewing the relationship
11:00–11:30	**Coffee break**
11:30–11:45	Renewing the relationship (continued)
11:45–12:53	Planned exits
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,650.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**£3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Barcelona Confirmed dates	17 May 2027	21 May 2027	**£2,840.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Dubai Confirmed dates	7 Jun 2027	11 Jun 2027	**£3,150.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,860.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Amsterdam Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,540.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**£3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,450.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online