

MANAGING PARTNERSHIP & STRATEGIC ALLIANCES

DATE: 19-20 July / 18-19 December 2023

FEE: RM1,350

DURATION: 2 Days

HRD CORP SCHEME:

HRD Corp Claimable Courses

PROGRAM OVERVIEW

Today's economic and business environment is getting more complicated and increased in competitiveness. Alliances are a smarter, swifter, more reactive and economical way to pursue strategic opportunities and gain competitive advantages. But alliances, by their very nature, are notoriously difficult to plan, execute and maintain over time.

The Managing Partnerships and Strategic Alliances course focuses on deepening your understanding of the strategic foundation, the governance structure and the dynamics of the collaborative process. The course discusses the problems and stumbling blocks in selecting, negotiating and managing alliances. Throughout this intensive course, both practical and theory are carefully balanced so that you learn not only the frameworks, but also the key behavior and cross-cultural competencies that lead to collaborative success.

LEARNING OUTCOMES

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

- Articulate the factors common to all successful alliances
- Prioritize the key components necessary to guide each phase of the alliance life cycle
- Recognize today's best practices in alliance management
- Assess your organization's competency in forming partnerships
- Evaluate your organization's attractiveness as a "preferred partner"

METHODOLOGY

- Interactive slides presentations , Simulation & Games, Short video clips and Brainstorming Sessions

WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager
- Executive / Supervisory

FACILITATOR

Dr Zainol Bin Abdul Rani

He has been a training facilitator and management consultant to various organizations and business establishments in Malaysia and the region since 1990. He is a mechanical engineer (graduated from Oklahoma State University in the USA in 1989), holds an MBA in Total Quality Management (graduated from Newport University, California, USA in 1998) and Doctor of Business Administration (DBA) (in Business Process Management) from University Utara Malaysia (2009).



PROGRAM CONTENT

Module 1

Fundamentals of Successful Alliances

- Identify the organizational drivers for strategic alliances.
- Define the various forms of alliance relationships
- Categorize the benefits and risks of collaborative relationships
- Select the proper partnering strategy to meet an organization's objectives

Module 2

Understanding the Alliance Life Cycle — Identifying and Establishing Partnerships

- Differentiate among the three pre-deal stages of an alliance relationship
- Utilize a market map to facilitate partner identification and selection
- Identify key consideration areas for due diligence
- Develop a 3-d profile of partner fit

Module 3

Understanding the Alliance Life Cycle— Managing Partnerships

- Differentiate among the three post-deal stages of an alliance relationship
- Develop a profile of inter-organizational trust (trust continuum)
- Categorize the critical tools and processes of alliance service organizations

Module 4

Governance Structures—Who's Who and What's What

- Identify various forms of alliance governance and determine "best fits"
- Determine which situations are best handled through informal governance

Module 5

Competencies of Alliance-Savvy Organizations

- Determine how roles within the organization support or confound alliance success
- Identify the essentials of alliance competency and where they fit in the alliance lifecycle
- Develop a strategy to close the gaps

Module 6

The Upside of Alliances

- Assess your organization's attractiveness as a partner
- Identify the value of becoming a preferred partner
- Articulate the value that alliances bring to organizations

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2 (<i>Continue</i>)
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 3
		End of the day

Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 5
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 5 (<i>Continue</i>)
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 6
		End of the day

