



# إدارة الشراكات الاستراتيجية: كيفية تحقيق النجاح في الشراكات الاستراتيجية

**Duration:** 5 Days

**Language:** ar

**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

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترن特، سيتم تزويدهم بشهادة إلكترونية (e-Certificate) من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 كما أنها معتمدة وفق معايير، (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، CPD ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

## Categories

خدمة العملاء والعلاقات العامة, القيادة والإدارة, إدارة المشاريع

## Related Articles

### **Cultural Strategic Thinking: Harnessing Diversity for Strategic Success**

The article explores cultural strategic thinking's impact on orgs. It covers cultural awareness, alignment, intelligence, inclusive leadership, cross-cultural collaboration, competence development, and ethical responsibility. Emphasizes diversity, inclusivity, and ethical leadership for strategic success.

## YouTube Video

<https://www.youtube.com/embed/a9srnexXnNI?si=6FcZ-6ZH84jjVKUE>