



MGT-128 - Strategic Alliances

[See a sample of the course content >>>](#)

Description

A 5-day training course which examines how to build and manage successful strategic alliances.

Learning Objectives At the completion of this training, participants will be able to:

- Articulate the value of strategic alliances and partnerships
- Define the Strategic Alliance Life Cycle (SALC)
- Use the SALC in planning and executing a strategic alliance
- Identify critical operational success factors for a successful strategic alliance
- Identify key aspects of how to develop an organization to succeed in partnering

Topics

**Note: Neotelis courses are updated regularly and so these topics may be subject to change on an ongoing basis*

Overview of strategic alliances & partnerships

- Definition
- Types of alliances
- Motives to enter strategic alliances

The Strategic Alliance Life Cycle Model (The SALC)

- Overview
- Why have a structured approach

SALC Step 1: Setting Up

- Aligning with corporate strategy
- How alliances fit
- Using the SALC
- Tools

SALC Step 2: Partnering

- Selection criteria
- Identifying potential partners
- Assessing compatibility

SALC Step 3: Design, Structure, Kick-off

- Developing a joint business plan
- Building a business case
- Governance structure
- Negotiating a win-win agreement
- Alliance management structures and metrics

SALC Step 4: Run, Manage

- Managing the alliance
- Developing and implementing joint plans and initiatives
- Going to market together

SALC Step 5: Continuous Evaluation, Assessment

- Managing for results
- Periodic reviews: internal and joint
- Realignment
- Optimising the alliance

SALC Step 6: Transform, Exit

- Transform
- Exit

Critical success factorsCommon caveatsDeveloping an organization to succeed in partnering

Target audience

- Executives, decision-makers, strategists, planners and other staff who have responsibilities in developing, managing and operationalizing strategic alliances.

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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