XCELERATE TRAINING INSTITUTE

your learning & development partner

STRATEGY AND STRATEGIC PLANNING

Strategic Partnerships, Joint Venture and Consortia Development Training Course

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
22 – 26 Feb 2027	Live online	Online (live)	**€1,200**
2 – 6 Aug 2027	Live online	Online (live)	**€1,200**
6 – 10 Sep 2027	Madrid	Classroom	**€3,800**

Register or ask a question

Online: x8ti.com/course/strategic-partnerships-joint-venture-and-consortia-d…

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Strategic Partnerships, Joint Venture and Consortia Development Training Course

Introduction

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The Post COVID 19 Business Environment demands a holistic, comprehensive and lateral thinking perspective of businesses that value the retention of a distinctive advantage in an exceptionally competitive arena. This highlights the critical necessity to cultivate and sustain strategic partnerships, joint ventures and consortia that will assist businesses in the retention of said advantage. Strategic partnerships have mutual benefits and can lead to long-term profits.

How do you develop Strategic Partnerships? Strategic partnerships occur when two businesses combine forces to increase and expand their brand reach. Co-branding opportunities add value to your company, spreads brand awareness and builds brand trust.

It has become increasingly important to discover innovative ways for businesses to stay at the top of their industry, conduct business development, marketing, operate more effectively and efficiently and expand into an ever-changing marketplace. Developing key relationships has become an ever-increasingly more intentional and strategic way for businesses to grow.

Strategic relationships permit businesses to cross-promote, build on each other's strengths, fill in gaps in areas of growth and development, share intelligence, attract new customers and expand business offerings to existing customers. A joint venture provides an additional opportunity for flexibility, adaptation and mutual augmentation of key industry-specific attributes.

It also Broadens service offerings, expands brand awareness and customer base through cross-marketing. They are more competitive together than as individuals and there is the additional opportunity to expand to new markets as the partnership grows.

The ultimate goal of this "Strategic Partnership, Joint Venture and Consortia Development Course" is to cultivate an intrinsic conceptualization of the critical necessity of initiating and sustaining mutually beneficial industry partnerships in a post-COVID 19 Business environment with a view to retaining strategic advantage.

Understanding the nexus between and among these three integral components will enhance your holistic and comprehensive analysis of how businesses can beneficially augment each other for mutual advantage.

This Xcelerate Training Institute course will empower you with the skills to develop, implement, and maintain a strategic partnership that makes provision for flexibility and adaptation thus providing an opportunity to retain a distinctive competence in your industry.

Learning Objectives

- Learn how to extract the best possible combination of Strategic Partnerships, Joint Venture and Consortia
- Discover how to collate strategic acumen in relation to ascertaining best case scenarios for implementation
- Compile Strategic Partnership contracts that extract an optimal advantage from a nexus of both Joint Ventures and Consortia
- Understand your legal obligations in terms of Strategic Partnerships, Joint Ventures and Consortia
- Learn and practice how to manipulate components of all three options to optimally extract mutual beneficiation
- Recognize how to spot common errors when reviewing the optimal combination of these strategic tools
- Take preventative and protective control measures to ensure optimum value extraction from the utilization of these strategic leverage mechanisms

Training Methodology

This collaborative Strategic Partnerships, Joint Venture and Consortia Development Course will comprise the following training methods:

- Lectures
- Seminars & Presentations
- Group Discussions
- Assignments
- Case Studies & Functional Exercises
- Role plays

Benefits For Your Organization

- Benefit from training your employees on the definition and importance of Strategic Partnerships, Joint Venture and Consortia, along with the different roles played in the various industrial sectors
- Document your Strategic Partnerships, Joint Venture and Consortia Development information systematically and efficiently
- Improve productivity by teaching your staff about the ultimate value extraction to be obtained from strategically leveraging all three components
- Achieve higher employee morale, increased productivity, and reduced costs of damage control
- Assess your current organizational strategic leverage potential by evaluating its effectiveness to increase value extraction and resource optimization

Benefits For You

- Improve your performance through higher efficiency and greater worker productivity by being aware of combining these tools to maximum advantage
- Engage in conversations about the benefits of employing these strategies
- Focus on human factors and issues to analyze the best possible value extraction scenario
- Get an opportunity to work through hands-on exercises in detail to gain the skills needed to facilitate a Strategic Partnership incorporating Joint Venture and Consortia to optimal advantage for your organization
- Gain the skills to plan, manage, facilitate, and scribe a comprehensive Strategic Partnership contract

for your organization

Target Audience

This Strategic Partnerships, Joint Venture and Consortia Development Course would be best suited for:

- All individuals whose responsibilities include Strategic Planning, Joint Ventures and Consortia formation
- Anyone responsible for writing, reviewing, or approving Strategic Partnerships
- CEO'S, Business Executives, Committee Secretaries
- Board Members
- Chairpersons of Boards

Course Outline

CONTEXTUALIZING STRATEGIC PARTNERSHIPS

- Why Strategic Partnerships are important?
- How do employees benefit from strategic partnerships?
- Benefits of strategic alliances
- Examples of Strategic Partnerships
- Successful Strategic Alliances
- Adopting a best fit approach
- Carving a niche market strategy

THE IMPORTANCE OF STRATEGIC PARTNERSHIPS

- Branding, Awareness & Market Sensitization
- Maximizing mutual strengths
- Bridging the market perception/expectation gap
- Enhancing mutual industry strengths
- Judicious Resource Utilization
- Combing resources, capabilities and core competencies

JOINT VENTURES

- Definition
- Examples
- Benefits & Advantages
- Legal Limitations
- Distinction between strategic partnerships and joint ventures
- Joint Venture Operation
- Advantages and Disadvantages

JOINT VENTURE STRUCTURING

- Reasons for Joint Ventures
- Joint Venture Agreements
- How to structure a joint venture?

- Joint Venture Contracts
- Dissolution of Joint Ventures
- Non-profit joint ventures

CONSORTIA

- Definition
- Operation
- Is a consortium a legal entity?
- Structuring Consortia
- Contractual Obligations
- Advantages and Disadvantages
- Benefits

STRATEGIC PARTNERSHIPS, JOINT VENTURES AND CONSORTIA

- Integral Components
- Harnessing and sustaining augmented benefits
- Retaining a flexible business arrangement
- Constructing incorporation of beneficial elements
- Utilizing core features conjunctively to harness & sustain advantage

THE CONSORTIA APPROACH

- Leveraging resources, reach and advantage
- Joint Marketing and Advertising
- Harnessing Industry Expertise
- Consortium Models
- Consortia: A Strategic Management Approach
- Small Business Consortia
- Consortia and Strategic Partnerships/Alliances
- Consortia and Joint Ventures
- Consortia, Joint Ventures and Strategic Partnerships/Alliances

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Registration Form

Strategic Partnerships, Joint Venture and Consortia Development Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

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Signature: ..... Date: .....

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Register online
Open the course page