



PAN AFRICAN

Learning and Growth Network

MANAGING PARTNERSHIPS AND STRATEGIC ALLIANCES

Explore the problems and stumbling blocks in selecting, negotiating and managing alliances.
Training Workshop

SANDTON LODGE HOTEL
Corner 12th Avenue and River Road
RIVONIA (Edenburg on GPS)
Johannesburg,
South Africa

**9-13
JUNE
2025**

**FROM
8:30
TILL 4PM**

**REGISTRATIONS FEES
USD2,500**

FEE INCLUDES

TRAINING MATERIALS
MEALS & REFRESHMENTS DURING THE DAY
AIRPORT PICKUP AND DROP OFF
HOTEL PICKUP AND DROP OFF
DELEGATE LAPTOP
½ DAY TOUR TO TOURIST ATTRACTION SITES

FEE EXCLUDES

DINNER AND ACCOMMODATION

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GAIN COMPETITIVE ADVANTAGE THROUGH COLLABORATION

The ability to collaborate is becoming an important source of competitive advantage in the Fourth Industrial Revolution, an era of rapid and disruptive change. In the race to develop compelling user experiences, expand distribution and capture new sources of value, leaders are discovering that success depends not just on what their own companies can do, but also on the capabilities they can leverage by partnering with others, through both digital and traditional business models.

Strategic partnerships can help organisations scale the investment, talent and other resources needed to support transformational new products and user experiences in today's hyper connected digital economy. Companies are now collaborating with suppliers, customers and even competitors to co-create unique value. At the same time, companies are increasingly using platforms to bring together partners and customers who seek new services, technology, talent or information. No longer are these platform-based ecosystems the exclusive domains of industry leaders and tech giants. Companies across the board face a simple dilemma: build a customer-centric ecosystem, join someone else's ecosystem or become irrelevant. This is why all companies, no matter their size, need to know how to create an effective collaboration strategy. Managing Partnerships and Strategic Alliances is an intensive five-day program that equips managers with the concepts and tools to help them achieve just that.

Through lectures, discussions, cases studies and analysis of best practices by some of the world's most successful companies, participants gain a better understanding of the strategic purpose and value of partnerships and alliances. They also gain the tools and frameworks to develop an effective ecosystem strategy and collaborate within platform business models to create long-term value for their organization.

KEY BENEFITS:

- Understand how collaboration can help you deal with the challenges of digital transformation and the disruption of the Fourth Industrial Revolution (4IR)
- Gain insights into the role of collaboration in developing and implementing your organization's strategy
- Develop methods for proactively building, competing with and defending platform businesses
- Improve your ability to design effective alliances, and acquire frameworks for partner selection, ecosystem development and alliance design
- Gain skills to create effective ecosystems of partners from different industries and countries while building mutual trust and capturing value



COURSE OUTLINE

The course equips participants with the tools they need to develop a successful collaboration strategy for their organization.

The intensive course is divided into five building blocks, beginning with a broad discussion of digital trends and how the 4IR is affecting businesses. Through case studies, interactive discussions and group exercises, participants are then guided to explore the differences between partnerships, alliances and ecosystems, and the role they play in helping companies to develop and execute their strategy. You will also consider how best to apply the tools and frameworks you have acquired once you return to work.

Design powerful networks

- Explore the costs and benefits of building different types of collaboration networks.
- Understand how to move from managing individual relationships to managing entire collaboration networks with customers, suppliers and competitors
- Explore the costs and benefits of building different types of collaboration networks
- Examine the best organizational practices for extracting value from such networks

Structure effective ecosystems

- Learn about types of ecosystems and how they differ from partnerships and alliances
- Gain deeper insights into the role of ecosystems in building effective platforms
- Explore best practices for attacking and defending platforms and ecosystems

Prepare for action

- Summarize the tools and frameworks gained during the course
- Consider how best to apply these tools to your company's collaboration strategy once you return to work.

Select the right partners

- Learn to analyze the fit between potential partners and assess how their skills and capabilities might complement each other
- Understand the strategic intentions of potential partners, how they can deliver value to your organization, and what they can contribute on a strategic level
- Ensure your company can present itself as a valuable potential partner
- Sharpen your awareness of how to locate the best possible partners for your company

Build management processes

- Look at fostering collaboration and preparing managers to be partners.
- Acquire the skills to discover common ground and mutual interests
- Understand how to forge joint perspectives and assessments
- Gain the tools to prepare managers to be partners
- Boost your ability to view complex problems from several perspectives
- Learn how to implement fair process and adaptive leadership

WHO SHOULD ATTEND?

- This course is designed for senior line managers and executives directly involved in running collaborative efforts and making key decisions related to partnerships, alliances and ecosystems.
- Executives involved in cross-company collaborations on a day-to-day basis, or who are responsible for building and managing digital platforms, are likely to benefit most.
- Board members responsible for alliances, partnerships and ecosystems, who have oversight of their company and its growth, will also find this course beneficial.
- As ever at PALGNET - and mirroring cross-cultural collaborations themselves - the participant group will be highly diverse, representing many countries and industries.

Certificates

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

REGISTRATION FEES

\$2,500

Fee Includes

- Training Materials
- Meals & refreshments during the day
- Airport pickup and drop off
- Hotel Pickup and drop off
- Delegate Laptop
- ½ day tour to tourist attraction sites

Fee Excludes

- Dinner and Accommodation



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Welcome to the Sandton Lodge Rivonia, we extend a very warm welcome and trust your upcoming stay or conference with us will be both enjoyable and comfortable.



The Simama Hotels Sandton Lodge Rivonia offers business services and facilities. Our 34 Suites are all strictly non-smoking and have; Air-conditioning and Heating, Tea and Coffee Facilities, DSTV Decoder, a Mini-Bar Fridge (Stocked on request) and complimentary Broadband WIFI Internet Access with Secure on-site Parking available. As part of our continued guest-safety measures and growing international trend, the Sandton Lodge Hotel is a cashless establishment, for your convenience all major Credit and Debit cards are accepted in addition to Snap-Scan and Apple-Pay facilities.