Finance & Business Acumen · FB39

Developing Strategic Partnerships, Joint Ventures, and Consortia

Casablanca · 23 - 27 Nov 2026

Date	Venue	Duration
23 - 27 Nov 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**FB39**	**English**

Introduction

This training programme focuses on how to proactively promote all of the key components for each Strategic Partnership [SP], Joint Venture [JV], or Consortium – including conducting a formal situation review of each potential opportunity and developing a detailed fulfilment plan.
Firms/organisations require time, talent, and capital to promote new functional capabilities in order to remain competitive.
Access to these resources can be managed through an SP, JV, or Consortium with those who already have these critical functions.
Examine the comprehensive improvement and analysis process flow and apply it to multiple firms in various managing industries at the same time. Then, for your company/organisation, do the same thing while promoting a specific proactive rubric to screen and propose potential allies, negotiate key contractual terms, lead the execution/launch, and monitor-assess an SP, JV, or Consortium.

This training programme will highlight:

- Important mapping of external divisions, industries, markets, and sections
- Evaluating your firm’s functional abilities alongside strategic requirements and offerings
- Advantages and costs between 1) strategic partnerships, 2) joint ventures, and 3) consortia
- How to propose another firm? How to respond if requested by another firm?
- Analysing case examples of successful and poorly structured-executed connections
- Organisation projects to improve an alliance plan for your firm /organisation

Course Objectives of Developing Strategic Partnerships, Joint Ventures, and Consortia

At the end of this training programme, you will acquire to:

- Create a strategic map of prospective allies and potential methods
- Analyse and rank-order “best” opportunities
- Design a compelling value proposition for a proposed arrangement
- Explain the benefits and costs of different deal-alliance structures

- Develop an execution plan for an arrangement, including monitoring-assessing success

Course Methodology of Developing Strategic Partnerships, Joint Ventures, and Consortia

This training programme on Developing Strategic Partnerships, Joint Ventures, and Consortia will use an inductive rationalising method to include new terms-concepts-models-methods, followed by highly interactive case-discussion and small-group team cause projects applied directly to the attendees' firms/organisations.

In acquiring a potential partnership, joint venture, or consortium idea, the main focus is to be proactive, strategic, and creative-innovative.

Organisational Impact of Developing Strategic Partnerships, Joint Ventures, and Consortia

Attendees will have a close return on investment [ROI] to their firms/organisations by serving those required skills, models, perspectives, and outlines directly to their workplace and colleagues.

The ROI is that attendees will be ready to demonstrate these tangible skills and competencies:

- An entirely new mindset about firm/organisation functional-asset values
- Creating real-time, ongoing functional capabilities score-evaluation metrics for strategic needs
- Being proactive in cataloguing potential firms/organisations for SPs, JVs, and/or consortium
- Being proactive in building multiple scenario analyses for strategic needs and offerings
- Readily understand how to approach potential allies with a compelling value proposition
- Readily understanding how to respond to any alliance offers made to your firm /organisation

Personal Impact of Developing Strategic Partnerships, Joint Ventures, and Consortia

Attendees will further their own professional development by:

- Understanding key nuances, differences, and similarities between SPs, JVs, and Consortia
- Gaining a new managerial mindset about “best practices” for SPs, JVs, and Consortia
- Enhancing their use of formal and objective models-constructs-terms-processes
- Being able to objectively assess any type of SP, JV, or Consortium proposal
- Learning proactive forward-thinking approaches to potential future capabilities opportunities
- Bringing SP, JV, and Consortia creativity to both in-house and client-facing projects

Target Audience of Developing Strategic Partnerships, Joint Ventures, and Consortia

This training course is suitable for a wide range of professionals but will greatly benefit:

- Anyone looking to strategically leverage and enhance the value of company assets and resources
- Anyone looking to develop new revenue sources across product services and markets

- Anyone looking to enhance strategic options for the shareholders/stakeholders
- R+D / Product Development Teams looking to enhance/broaden the range/scale of the portfolio
- Business Development Professionals looking to proactively open up new opportunities

Course Outline of Developing Strategic Partnerships, Joint Ventures, and Consortia

DAY 1

Key Facets and Structural Comparisons of SPs, JVs, and Consortia

- Organisational, Functional, and Financial [OFF] Positions of those Involved
- Tangible [Quantitative] vs. Intangible [Qualitative] Product-Service Intellectual Property
- Legal Structures and Contractual Components
- Stand-Alone Projects vs. On-Going Processes
- Timelines and Schedules

DAY 2

Resource Allocations: IP, Personnel, Capital, and Facilities

- Product-Service Metrics
- Technological Complementarity
- Common and Diverse Platforms
- Common and Diverse Extensions
- Key Personnel Functions, Processes, and Deliveries
- Managerial Oversight
- Capital Access and Costs of Capital
- Facilities-Infrastructure: Development, Manufacturing, Distribution, Support

DAY 3

Mapping Firms / Organisations and Sectors / Industries / Markets / Segments

- Product-Service Range
- Product-Service Reach
- Product-Service Life Cycles and User-Adoptions
- Marketing-Advertising-Promotion Infrastructure and The Selling Process
- Growth-Share and Market Stage Parameters [Boston Consulting Group, Arthur Little matrices]

DAY 4

Review, Analyse, Evaluate, and Advise on SPs, JVs, and Consortia

- Deal Intent, Operational Logistics, and Strategic Objective
- Deal Structure, Organisation, and Management
- Deal Terms, Schedule-Timing, and Benchmarking
- Capital Co-Investments: Debt vs. Equity
- Financial Remuneration: Royalties, Licensing, Revenue-Share, and Equity-Share
- Legal Issues & Intellectual Property

DAY 5

Developing Potential SPs, JVs, Consortia for Your Firm / Organisation

- **External Sector, Industry, Market, Segment Overviews**

- Product-Service-IP Mapping
- Value-Chain Vertical and Horizontal Integration Stages
- Market Analysis and Ansoff Matrix
- Legal and Country-Region Domicile Overview
- SP vs. JV vs. Consortium Pros and Cons
- Synergies and Complimentary vs. Diversification
- Proposed Structure, Terms, Remuneration, Timing

Register or ask about this course online

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