Joint Ventures · JV70

Developing Strategic Partnerships, Joint Ventures, and Consortia

Madrid · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Madrid**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**JV70**	**English**

Introduction

This course will teach you how to improve all of the key components of a Strategic Partnership [SP], Joint Venture [JV], or Consortium by conducting a formal scenario analysis of each potential opportunity and developing a detailed execution plan.
Firms/organizations must invest time, talent, and capital to develop new functional capabilities in order to remain competitive. Access to these resources can be obtained by forming an SP, JV, or Consortium with those who already have the necessary functionalities. Get a comprehensive improvement and analysis process flow and apply it to modern firms in a variety of leading industries.
Then repeat for your company/organization, while developing a detailed proactive rubric to screen and approach potential allies, negotiate key contractual terms, lead the execution/launch, and monitor-assess an SP, JV, or Consortium.

This course will highlight:

- Strategic mapping of external sectors, industries, markets, and sections
- Evaluating your firm’s functional skills alongside strategic requirements and offerings
- Benefits and costs between 1) strategic partnerships, 2) joint ventures, and 3) consortia
- How to request another firm? How to respond if approached by another firm?
- Analyzing case examples of successful and poorly structured-executed alliances
- Team projects to develop an alliance proposal for your firm/organization

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

At the end of this course, you will acquire to:

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

- Promote an execution design for an arrangement, including monitoring-assessing success

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

This course will use an inductive reasoning method for introducing new terms-concepts-models-methods, followed by highly interactive case discussion, and small-group team case projects applied directly to the attendees' firms/organizations. The central focus is being proactive, strategic, and creative-innovative in improving a potential partnership, joint venture, or consortium idea.

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

Participants will have a direct return on investment [ROI] to their firms/organizations by making those requisite skills, models, perspectives, and approaches directly to their workplace and colleagues.

The ROI is that participants will be able to demonstrate these tangible skills and competencies:

- An entirely new mindset about firm/organization functional-asset values
- Performing real-time, on-going functional capabilities score-evaluation metrics for strategic requirements
- Being proactive in cataloging potential firms/organizations for SPs, JVs, and/or consortium
- Being proactive in building multiple scenario analyses for strategic needs and offerings
- Quickly understanding how to propose potential allies with a compelling value proposition
- Readily understanding how to respond to any alliance offers made to your firm/organization

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

Participants will advance their professional improvement by:

- Knowing key nuances, differences, and similarities between SPs, JVs, and Consortia
- Increasing the new managerial mindset about "best practices" for SPs, JVs, and Consortia
- Magnifying their use of formal and objective models-constructs-terms-processes
- Obtaining able to objectively assess any type of SP, JV, or Consortium proposal
- Acquiring proactive forward-thinking approaches to potential future capabilities opportunities
- Delivering SP, JV, and Consortia creativity to both in-house and client-facing projects

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

This course is fitting to a wide range of experts but will greatly profit:

- Anyone looking to strategically leverage and improve the value of company assets and supplies
- Anyone looking to promote new revenue sources across product services and markets
- Anyone looking to improve the strategic options for the shareholders/stakeholders
- R+D / Product Development Teams looking to enhance/broaden the scope/scale of the portfolio

- Business Development Professionals looking to proactively open up new opportunities

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

DAY 1

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

- Organizational, 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 / Organizations 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, Analyze, Evaluate, and Advise on SPs, JVs, and Consortia

- Deal Intent, Operational Logistics, and Strategic Objective
- Deal Structure, Organization, 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, and Consortia for Your Firm / Organization

- 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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