



## MGT-128 - Strategic Alliances

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

### Description

*\*This course is also available as a live distance learning course\**

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

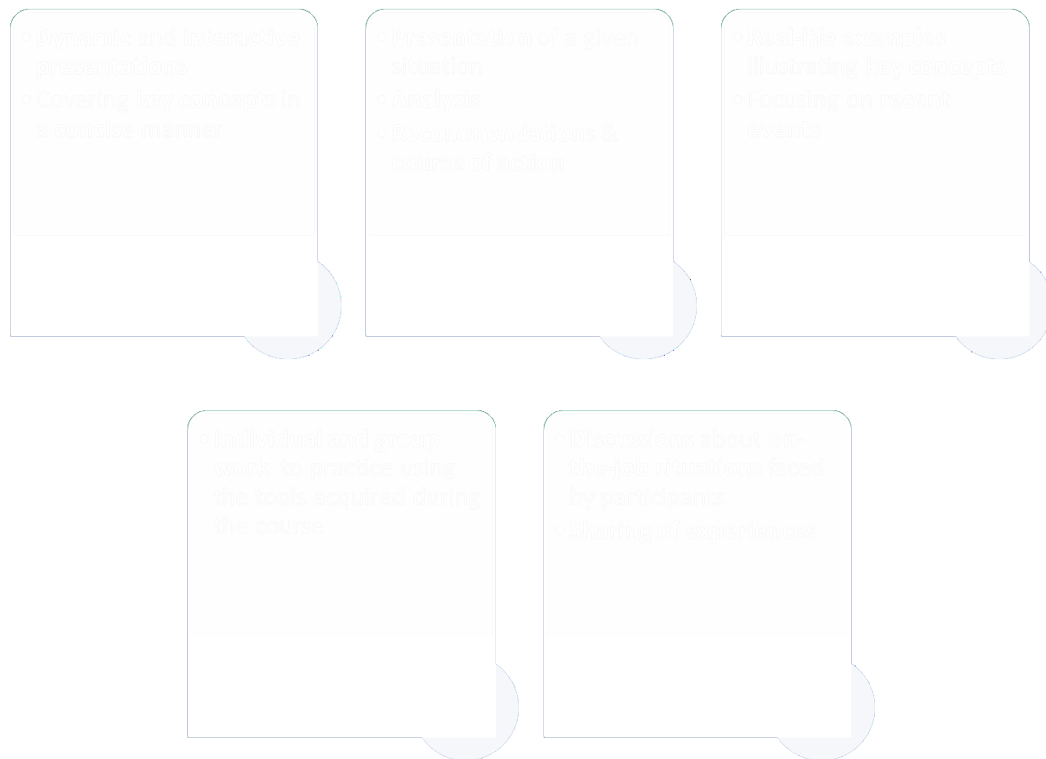
Critical success factorsCommon caveatsDeveloping an organization to succeed in partnering

### **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](mailto: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](mailto: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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