

## **Strategic Partnership: One Plus One is “Thousand”**

Why is strategic partnership increasingly integral to modern organisational or business success?

How do you attain true sustained competitive advantage through unifying strategic cooperation?

How can you deliver a 100 percent success rate with your alliance?

### **Introduction**

Strategic partnering is driven by a unique focus on the “how” of this vital business practice. The workshop introduces a comprehensive and practical new model of methodologies as observed and practised to build and grow successful strategic partnerships. Used systematically, this system will be an essential aid to your strategic partnering success. This workshop provides insights into why good management judgement continues to fail in this space. The method described applies to and achievable across a wide range of institutional and business and open up opportunities for further entrepreneurial exploitation.

### **Program Objectives**

This program aims to:

- Introduce a comprehensive and practical new model of demonstrated methodologies for successful strategic partnering
- Provide thoroughly tested methods and techniques required to achieve high rates of success partnership
- Show how strategic partnering can become essential to organisation or business success and how you can remove chance from your strategy.

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Expose and understand the essence of strategic partnership
- Create a strategic partnering action plan to add value for the organisation
- Apply strategic partnering techniques to grow the organisation.

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### **Who Should Attend**

Human resource personnel, business developer, marketing personnel, financial personnel, senior management, and anyone involved in value-added relationships within your organisation.

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>Strategic Partnering as a System</b></p> <p>This module starts with the concept of strategic partnering, such as why the benefits and factors influence the success and the failure of a partnership. Then, the participants would learn the key areas of the strategic partnering system and the preparation before strategic partnering.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Setting up Enterprise Partnering Strategy</b></p> <p>The topics covered include aiming for transformational value, 6 primary sources of transform value, when to adopt strategic partnering over other forms of association and the management options for strategic partnering.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Successful Partnership Resembles Happy Marriage</b></p> <p>In this module, the participants would look at designing a 100% Success strategic partnership development model. Selecting the right partners is the half success of the organisation. Hence, participants would learn how to set the best strategic partners.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Start the Game</b></p> <p>In this module, the participants would establish a winning strategic partnering organisation and develop world-class strategic partnering human capital.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>Building Extraordinary Partnering Relationships</b></p> <p>The module shares factors that influence relationships between partners. Then the participants would learn the secret of how to maintain a good relationship with partners.</p>
10:30am– 11:00am	Tea Break and Networking
11:00am – 1:00pm	<b>Synergy for a Stronger Organisation</b>

	Participants would learn the method to form a clear partnership mission, ‘destination’ and plan. Then, they would develop compelling partnership ‘value propositions’ and ‘offers’.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Navigating Towards a Successful Strategic Partnership</b></p> <p>The participants would learn the six key navigation areas in strategic partnering in this module – the pitfalls and the opportunities. The other topics covered in this module include the navigation of the strategic partnership at enterprise level, leveraging the partnership performance progression, and navigation well internally to rally support and navigate governments.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Boosting Performance with Strategic Partnerships</b></p> <p>It is essential to define performance in the strategic partnership. The participants would learn the successful corporate performance management in strategic partnering and the secret on boosting performance with a strategic partnership.</p>