

Developing Strategic Partnerships, Joint Ventures, and Consortia

Madrid -

23-11-2026

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Course code: FB39 From: 23-11-2026 Venue: Madrid - Course Fees: 5000 £

Introduction

This training program 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 fulfillment plan.
Firms/organizations 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/organization, 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 program 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?
- Analyzing case examples of successful and poorly structured-executed connections
- Organization projects to improve an alliance plan for your firm /organization

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

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

- Create a strategic map of prospective allies and potential methods
- Analyze 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 program on Developing Strategic Partnerships, Joint Ventures, and Consortia will use an inductive rationalizing 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/organizations.

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

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

Attendees will have a close return on investment [ROI] to their firms/organizations 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/organization functional-asset values
- Creating real-time, ongoing functional capabilities score-evaluation metrics for strategic needs
- 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
- 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 /organization

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

- 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, 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