

# Creating and Managing Strategic Alliances

Develop strong alliance capabilities

Live online

Sept. 28 – Oct. 2, 2026

\$4,950\*

The promise of strategic alliances is strong: faster growth, greater leverage, lower risk. However, the pitfalls are also significant. In this program you'll learn how to improve your skills in partnering with other organizations.

In a world of constrained resources and intense competition, firms aim to develop a variety of strategically focused, cooperative relationships to achieve their objectives, both domestically and internationally. The challenge lies in the successful design and management of these alliances.

In this highly collaborative program, you'll learn how to create and manage different forms of strategic alliances, such as joint ventures, licensing agreements, buyer-supplier partnerships and consortia. You'll develop a better sense of the related costs and benefits, examine the specific conditions under which alliances are preferred to other growth strategies and leave with practical tools you can apply immediately.

**“I found Creating and Managing Strategic Alliances to be immensely helpful. The faculty was engaging and presented technical concepts in approachable ways. Class time was appropriately balanced with group activities, allowing a chance to apply our learning. All in all, there are a number of takeaways that will impact my approach to future partnerships and allow me to be far more strategic.”**

EXECUTIVE DIRECTOR, OPEN BOOKS

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## Key benefits

- Analyze and determine when to make, buy or ally
- Create and manage value-adding alliances
- Avoid common pitfalls that can lead to alliance failures
- Negotiate before, during and after alliance agreements have been signed
- Anticipate critical legal, financial and operational issues in alliances
- Manage complex, multiple alliance initiatives within your organization

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## Who should attend

- Mid- and upper-level managers involved in creating or implementing strategic alliances
- Individuals with responsibility for business development, strategic planning, marketing and strategic alliance operations
- Legal, accounting and management consulting professionals engaged with firms involved in or considering strategic alliances
- Federal government managers seeking to gain new perspectives for managing strategic partnerships

Learn more and apply: [kell.gg/kxalliance](https://kell.gg/kxalliance)

## Program content

### Promises and pitfalls of alliances

- Evaluate risks and returns
- Avoid alliance failure factors
- Increase the probability of alliance success
- Address the challenge of cooperation among large numbers of partners

### Make, buy or ally

- Know when to use alliances as a business development vehicle
- Protect your company's interests strategically and contractually
- Detect when your partner has a win/lose orientation
- Understand the role of alliances in the network economy

### Alliance decisions and capabilities

- Change your status from vendor to partner
- Develop an alliance capability across the organization
- Structure an alliance for organizational learning
- Create alliances within an organization
- Improve alliance management capabilities

### Economic and governance issues

- Deal with cultural differences in alliances, especially in emerging economies
- Map competitors' alliances
- Implement a framework for stakeholder analysis

### Analyzing and designing joint ventures

- Discuss strategic and operational considerations
- Anticipate critical legal, accounting and financial issues
- Find value in cooperation
- Anticipate conflict and instability when your company has multiple alliances

## The faculty

Internationally recognized for their research, their advising for leading global corporations and their teaching excellence, the faculty for this program deliver a highly interactive and rewarding learning experience.

### Edward Zajac

Academic Director; James F. Bere Professor of Management & Organizations

*Please note:  
Faculty is subject to change.*



### Your learning experience

Whether you choose to join us in-person or in a live online format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:  
[kell.gg/kxalliance](https://kell.gg/kxalliance)

Consult with an Advisor:  
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