# Creating and Managing Strategic Alliances

**Develop Strong Alliance Capabilities**

**ACADEMIC DIRECTOR:** Edward Zajac

## TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

<table>
<thead>
<tr>
<th>Time</th>
<th>DAY 1: Monday</th>
<th>DAY 2: Tuesday</th>
<th>DAY 3: Wednesday</th>
<th>DAY 4: Thursday</th>
<th>DAY 5: Friday</th>
</tr>
</thead>
</table>
| 8:30am - 10:00am CT | **The Promise of Strategic Alliances**  
Zajac | **The Pitfalls of Strategic Alliances**  
Zajac | **Making Better Alliance Decisions**  
*EBS & Virtuality*  
Zajac | **Social Networks, Network Alliances, and Knowledge Management**  
Smith | **Designing Joint Ventures**  
Zajac |
| 10:15am - 11:45am CT | Study Groups  
*U.S. Memories*  
Zajac | **The Pitfalls of Strategic Alliances**  
(contd.)  
Zajac | **Making Better Alliance Decisions**  
(contd.)  
Zajac | **Non-Traditional Alliances: Partners and Networks**  
Smith | **Designing Joint Ventures**  
(contd.)  
Zajac |
| 12:30pm - 2:00pm CT | Study Groups  
*Webber/Tantal*  
Zajac | | | | |

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

Consult with an Advisor: [execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu)

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