

# 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.

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

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

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