

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/5228

Essentials of Alliances and Joint Ventures for Business Professionals

If your organization has forged strategic alliances—or is planning to—you can't afford to miss this information-packed session.

If your organization has forged strategic alliances—or is planning to—you can't afford to miss this information-packed session. You'll gain insight into both the operational and cultural requirements of management strategy for successful partnerships, as well as learn practical methods for ensuring top performance throughout the alliance life cycle.

How You Will Benefit

- Identify the five essential areas crucial to the success of an alliance relationship and use them to create a high-performing alliance team
- Anticipate and prevent potential pitfalls in your alliances
- Monitor your alliance relationships using the “health check” survey
- Diagnose and treat the hidden causes of underperforming alliances
- Adapt the alliance team charter—a proven framework for managing alliances

What You Will Cover

- Defining the role of an alliance manager
- Setting management strategy and team direction and focusing on success
- Identifying the key components of an alliance team charter
- Developing and applying the alliance team charter in your organization
- Understanding the roles, responsibilities and expectations of high-performing teams
- Bridging cross-cultural challenges
- Creating effective inter- and intracompany communication processes
- Leading the organization to alliance success

Who Should Attend

Vice presidents, directors, leaders across all functional areas and any other experienced managers who are involved with or responsible for strategic alliance or partnership activities.

Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

Schedule

- [2] days - \$2,345 Non Members
- [2] days - \$2,095 AMA Members
- [2] days - \$1,984 GSA

Credits

12 PDU_S&B/14 CPE/12 PDU

1.2 CEU

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