

LAUNCHING AND MANAGING STRATEGIC ALLIANCES AND PARTNERSHIPS

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

Seminar #5228

Overview

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.

Schedule

- [2] days

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,708 GSA

Credits

1.2 CEU /12 PDU

Schedule

We have 5 scheduled sessions located nationwide starting between 7/30/2012 - 12/20/2012

Date	Location	Duration
Jul 30, 2012 - Jul 31, 2012	Arlington/Washington DC, DC	2 Days
Aug 23, 2012 - Aug 24, 2012	New York, NY	2 Days
Oct 1, 2012 - Oct 2, 2012	Atlanta, GA	2 Days
Nov 5, 2012 - Nov 6, 2012	Chicago, IL	2 Days
Dec 20, 2012 - Dec 21, 2012	New York, NY	2 Days

Registering more than 4 people, please call 1-877-566-9441.

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.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)