

## DEVELOPING STRATEGIC PARTNERSHIPS

**Managing long-term complex relationships with external organisations can be challenging. This course will help those who are just moving into business development management or looking to expand their role working case-by-case to a more strategic model.**

**Summary:** There is increasing expectation that Universities and research institutes should be skilled at setting up and developing these broad and long term relationships – for collaborative research, KT, graduate employment and other interactions. Managed well, strategic alliances between organisations can deliver mutual benefit, enable new outcomes and create considerable benefit for society. This course will enable delegates to be more effective in their business development management role and understand how to develop long-term, fruitful strategic partnerships.

**Suitable for:** The course is ideal for those working in higher education and public sector research organisations with responsibility for brokering/managing strategic relationships between organisations to develop commercial opportunities and research interactions. Those who have attended a PraxisUnico 'core' course (Fundamentals of Technology Transfer or Research Contracts) might find this to be a valuable next step.

### LEARNING OBJECTIVES:

**Trainers on this course use innovative, interactive techniques to immerse delegates in a valuable and enjoyable learning experience. On completing the course, delegates will be able to:**

- Understand the different forms of strategic alliance
- Map the types of partnership most likely to suit their own organisation and the most appropriate governance/management arrangements
- Convert existing relationships into more strategic alliances
- Develop an internal business case to win senior management support
- Understand the risks and identify the main issues that can derail a developing partnership
- Understand what feeds a strategic alliance to make it sustainable
- Instigate appropriate activities to support or lead the development of a strategic partnership.

A highly interactive and participative programme, delegates will also have the opportunity to hear from (and speak directly with) academic, industrial and business development practitioners from some exemplary alliances. Networking time is included.



**Follow-on course:** Essentials of Business Development

**To book your place on the next course, please visit [www.praxisunico.org.uk](http://www.praxisunico.org.uk) or email [info@praxisunico.org.uk](mailto:info@praxisunico.org.uk)**

*“Great course! Thank you very much for organising it!” — Jutta Roth, University of Oxford*

**Course Director: Phil Elstob**

*Phil has over 15 years' experience in KEC and is currently in a joint role with Cancer Research Technology and Newcastle University. In 2012 Phil led the formation of a strategic alliance with Astex Pharmaceuticals that more than doubled cancer drug discovery activities in Newcastle University.*



**REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS:**

All PraxisUnico training courses are eligible for continuing education (CE) credits, which support your application to become a Registered Technology Transfer Professional (RTTP). For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at [www.attp.info](http://www.attp.info).