



INTERNATIONAL
CONSULTANTS TO BUSINESS



“... providing unique training courses designed BY Managers for Managers.”

Management Training & Business Courses

The 30 unique training courses are part of the only program of its kind in Australia. It is for business owners, (small to medium), current managers wanting to upskill and staff intending to become a manager in the future. Trainees can select to do one or more of the 30 courses that they feel are currently relevant now in their career. Their training will also have a valuable benefit to the businesses they are working for. The courses are delivered uniquely and easily on-line, any time and on any device. Also included with the training is online tutoring, mentoring and assessment.

Partnerships & Strategic Alliances

- 1.0 Introduction
- 2.0 Purpose and benefits of a strategic alliance
- 3.0 Strategic alliance drivers and how they happen
- 4.0 Developing service strategic alliances
 - 4.1 Defining the strategy
- 5.0 Promoting the concept of a strategic alliance
- 6.0 Selecting a partner for a strategic alliance
- 7.0 Can you get what you want out of a strategic alliance?
- 8.0 What can a strategic alliance produce?
- 9.0 Strategic alliance differences
- 10.0 A supplier's perspective
- 11.0 Being considered as a partner
- 12.0 Summary

Purpose:

To recognise the need for strategic alliances in the service business of the future and to develop the requirements for establishing various types of strategic alliances.

Aim:

To understand the purpose of strategic alliances and their importance to sustaining a strong market position in the business environment of the future.

Objectives:

As an outcome of completing this topic you will be able to:

- a. Explain the purposes and benefits of a strategic alliance.
- b. To identify the types of strategic alliances to consider in a service business.
- c. Describe the requirements for establishing strategic alliances.
- d. How to achieve a strategic alliance agreement and maintain an effective relationship.
- e. Explain the importance for strategic alliances in the future.

Introduction

Businesses that are striving for success in the future will be focusing on excellence in every part of their business. This includes delivering the highest quality products and services in the shortest time frames possible. An important element in achieving this goal is establishing partners in your business.

However the concept of one form of strategic alliance to another, needs to be properly understood to ensure its success. This encompasses the rationale behind the concept, the benefits and commitments required of each party and how a strategic alliance should be developed.

Strategic alliances can be a rewarding adventure but need to be placed in perspective in the process. The relationship requires trust, commitment, teamwork, and new cultural beliefs that will be practised continuously.

From a supplier's position there are many potential gains which include:

- Achievement of world class quality standards
- Improved inventory turnover
- Reduced lead times
- Higher efficiency levels
- Much improved delivery of services.

These improvements will occur as a consequence of the demands placed by the customer under the strategic alliance arrangements, as it is only through a win win situation for both parties that the relationship will flourish.

Another form of strategic alliance that will be discussed in this module involves the relationship between two service vendors combining their respective strengths to provide a single one stop service provider to a corporate customer. This is an emerging form of strategic alliance that is certain to grow rapidly. It is a customer driven relationship brought about by the desire of the customer to deal with only one service vendor where there have been multiple service providers to support the customer's needs in the past.

**Including Online Tutoring, Mentoring and Assessment.
Course report available to the employer, on request.**

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Testimonials of Excellence

"Even with my 10 years' experience in a service department as a supervisor, this course has given me more confidence and direction, I now see things from a management perspective and am able to deal with situations more competently."

Stephen W, OCE (Australia)

"My job satisfaction has increased and I believe that I am becoming a more valuable contributor to my organisations operations."

Lindsay W, Service Solutions P/L (Australia)

"Excellent, first class content. Balanced delivery. The value of this course is the scope. It covers the many aspects of management and provides a very good understanding of all the areas covered."

Tom McD, Siemens Nixdorf (Australia)

"It enables the line manager to effectively converse with, and understand other departments in an organisation."

Martin B, Schindler Lifts (Australia)

YES - we would like further information on the training courses for our staff and members, and also receive a FREE business publication.

Contact Garry Prigg for more information -

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Garry Prigg
FOUNDER AND CEO
International
Consultants to Business

"These courses will be invaluable to business owners and their staff to upskill on specific business training needs."