



Public Sector Strategic Planning and Policy Development Training Course

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كوالالمبور

(للشخص الواحد) € 5200

Ref: #PLA7068_19723



:Course Introduction / Overview

This comprehensive training course provides an in-depth exploration of the critical link between strategic planning and effective policy development within the public sector. In today's complex governance landscape, the ability to formulate and execute robust strategies is paramount for achieving public objectives and delivering value to citizens. This program is designed to equip participants with the essential tools, frameworks, and analytical skills required to navigate the entire policy cycle, from initial conception to implementation and evaluation. Drawing on established principles of public administration and contemporary best practices, the course delves into the nuances of evidence-based policy making. We will explore concepts championed by academics like Mark H. Moore in his seminal work, "Creating Public Value: Strategic Management in Government," focusing on how public managers can create tangible societal benefits. BIG BEN Training Center has developed this curriculum to bridge the gap between theoretical knowledge and practical application, ensuring that participants can lead strategic initiatives, manage stakeholder engagement, and craft policies that are both impactful and sustainable. This course is the definitive guide for public sector professionals aiming to enhance their strategic thinking and policy formulation capabilities.

:Target Audience / This training course is suitable for

- Government Officials and Public Administrators
- Policy Analysts and Advisors
- Strategic Planning Managers and Officers
- Public Sector Executives and Leaders
- Program and Project Managers in Government
- Heads of Departments in Public Institutions
- Staff from Non-Governmental Organizations (NGOs) working with government bodies
- Regulatory Affairs Specialists
- Public Affairs and Communications Professionals
- Researchers in public policy and administration

:Target Sectors and Industries

- National and Federal Government Ministries and Agencies
- State, Provincial, and Local Government Bodies
- Public Sector Corporations and State-Owned Enterprises
- Regulatory Authorities and Commissions
- International Development Organizations and Donor Agencies
- Non-Profit and Third-Sector Organizations
- Public Healthcare and Educational Institutions



Public Utilities and Infrastructure Services •

Security and Law Enforcement Agencies •

Public and Economic Development Institutions •

Public Organizations Departments

- Strategy and Planning Departments
- Policy Development and Analysis Units
- Research and Development Departments
- (Program Management Offices (PMO
- Operations and Service Delivery Departments
- Regulatory Compliance and Legal Affairs
- Finance and Budgeting Departments
- Human Resources and Organizational Development
- Public Relations and Corporate Communications
- Internal Audit and Performance Management

:Course Offerings

:By the end of this course, the participants will have able to

- Master the complete policy cycle from agenda setting to evaluation
- Develop a comprehensive strategic plan for a public sector entity
- Apply analytical tools like SWOT, PESTLE, and stakeholder analysis in a public context
- Utilize evidence-based approaches for robust policy formulation
- Design effective policy implementation and delivery strategies
- Create robust monitoring and evaluation (M&E) frameworks to measure policy impact
- Manage stakeholder engagement and communication throughout the policy process
- Integrate risk management and strategic foresight into planning
- Navigate the ethical and political dimensions of policy making
- Enhance leadership skills for driving strategic change in government

:Course Methodology

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and grounded in real-world application. We move beyond traditional lecture-based formats to create a dynamic learning environment that fosters critical thinking and practical skill development. The course heavily utilizes a case-study approach, where participants will analyze actual public sector strategic plans and policy documents from various global contexts to understand successes and failures. Interactive group discussions, workshops, and simulation exercises will challenge participants to apply theoretical concepts to practical scenarios, such as drafting a policy brief or developing a stakeholder engagement plan. Team-based projects will encourage collaboration and peer-to-peer learning, mirroring the collaborative nature of public sector work. Throughout the course, experienced instructors will provide personalized feedback and facilitate reflective sessions to help participants connect the learning www.bigben-training.com to real challenges. This blended approach



Course Agenda (Course Units)

Unit One Foundations of Public Sector Strategy and Policy

- Introduction to Strategic Planning in the Government Context
- The Modern Role of the State and Public Administration
- Understanding the Policy Cycle and Its Stages
- Distinguishing Between Policy, Strategy, and Operations
- Key Theories and Models of Public Policy Making
- The Legal and Constitutional Framework for Policy Formulation
- Ethical Considerations and Public Value in Governance

Unit Two Strategic Analysis and Evidence-Based Formulation

- Conducting Environmental Scanning using PESTLE Analysis
- Internal Assessment with SWOT Analysis for Public Organizations
- Stakeholder Identification, Mapping, and Management Techniques
- The Role of Data and Evidence in Policy Design
- Introduction to Cost-Benefit Analysis and Impact Assessment
- Developing Clear and Measurable Policy Objectives
- Techniques for Generating and Appraising Policy Options

Unit Three Policy Implementation and Delivery

- Translating Policy into Actionable Implementation Plans
- Resource Allocation, Budgeting, and Financial Management for Policies
- Change Management Strategies for Public Sector Transformation
- The Role of Leadership in Driving Policy Implementation
- Inter-Agency Collaboration and Partnership Building
- Project Management Fundamentals for Policy Professionals
- Communication Strategies for Public Policy Rollout

Unit Four Performance Management, Monitoring, and Evaluation

- Designing Effective Monitoring and Evaluation (M&E) Frameworks
- Developing Key Performance Indicators (KPIs) for Public Programs
- Data Collection Methods for Policy Evaluation
- Analyzing and Interpreting Performance Data
- Results-Based Management (RBM) in the Public Sector
- Using Evaluation Findings to Inform Future Policy Cycles
- Reporting and Communicating Policy Outcomes to Stakeholders



- Strategic Foresight and Scenario Planning for Governments
- Advanced Technologies in Public Policy and Service Design
- Digital Transformation and its Impact on Governance
- Managing Crises and Developing Responsive Policies
- The Influence of Globalization on National Policy Making
- Strategies for Fostering Innovation in the Public Sector
- The Future of Public Service and Strategic Leadership

:FAQ

?Qualifications required for registering to this course

.There are no requirements

How long is each daily session, and what is the total number of training hours for the
?course

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including
.breaks and interactive activities, bringing the total duration to 20 - 25 training hours

:Something to think about

In an era of rapid technological change and political polarization, how can public sector leaders
?balance long-term strategic planning with the need for agile and responsive policy-making

What unique qualities does this course offer compared to other
?courses

This course distinguishes itself by offering a holistic and integrated perspective on the entire governance lifecycle, seamlessly connecting high-level strategic planning with the granular details of policy formulation, implementation, and evaluation. Unlike programs that treat these as separate disciplines, our curriculum emphasizes their symbiotic relationship, ensuring participants understand how a robust strategy informs effective policy and how policy outcomes must feed back into strategic adjustments. The course places a significant emphasis on practical application, moving beyond theory to engage participants with real-world case studies, policy simulations, and stakeholder management exercises that mirror the complexities of public administration. Furthermore, it is uniquely forward-looking, dedicating substantial focus to contemporary challenges and future trends such as digital governance, strategic foresight, and agile policy development. While other courses may focus on established models, this program equips leaders with the adaptive thinking and modern toolkits necessary to navigate the uncertainty and rapid change defining the future of the public sector, .fostering a proactive rather than a reactive approach to governance