Advanced Strategic Planning for Public Sector Leaders Training Course



23 - 27 Nov 2026

Vienna

5800 € (Per Person)

Ref: #GOV2583_104741

Course Introduction / Overview:

This intensive training course is designed to equip public sector leaders with the essential skills for effective strategic planning and execution in a government context. Navigating the complexities of public administration requires a unique approach that balances policy objectives, stakeholder demands, and resource constraints. This program moves beyond generic management theories to provide a specialized framework tailored for government agencies and public organizations. Drawing on foundational concepts from leading thinkers like Mark H. Moore and his seminal work, "Creating Public Value: Strategic Management in Government," participants will learn how to define and deliver tangible public value. The curriculum focuses on the entire strategic lifecycle, from environmental scanning and policy analysis to robust implementation and performance management. At BIG BEN Training Center, we are committed to fostering strategic thinking and leadership excellence, enabling participants to drive meaningful change, enhance public service delivery, and ensure accountability within their organizations. This course provides a practical roadmap for translating ambitious public sector visions into measurable results and sustainable impact.

Target Audience / This training course is suitable for:

- Directors General and Deputy Directors.
- Heads of Government Departments and Agencies.
- Senior Policy Advisors and Analysts.
- Public Sector Managers and Team Leaders.
- Strategic Planning and Performance Management Officers.
- Project and Program Managers in Government.
- Executives in State-Owned Enterprises.
- Leaders in Non-Governmental Organizations working with the public sector.

Target Sectors and Industries:

- Federal and National Government Ministries.
- State, Provincial, and Local Government Bodies.
- Municipalities and City Councils.
- Public Utilities and Transportation Authorities.
- Healthcare and Educational Institutions.
- Public Safety and Law Enforcement Agencies.
- Regulatory Bodies and Commissions.
- State-Owned Enterprises and Public Corporations.

Target Organizations Departments:

- Strategic Planning and Corporate Performance.
- Policy Development and Analysis.
- Operations and Service Delivery.
- Finance and Budgeting.
- Human Resources and Organizational Development.
- Project Management Office (PMO).
- Information Technology and Digital Transformation.
- Audit and Compliance.

Course Offerings:

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

- Develop a comprehensive strategic plan tailored to the unique public sector environment.
- Conduct thorough environmental scanning and stakeholder analysis for informed decision-making.
- Align departmental objectives with overarching government mandates and public value principles.
- Design and implement effective performance measurement systems using KPIs and balanced scorecards.
- Master strategic execution techniques to translate plans into tangible actions and results.
- Lead and manage organizational change within a bureaucratic structure.
- Communicate strategic priorities effectively to internal teams and external stakeholders.
- Identify and mitigate risks associated with public policy implementation.
- Foster a culture of accountability, innovation, and continuous improvement.
- Apply data-driven approaches to enhance public service delivery and efficiency.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered, ensuring a deep and lasting learning experience. We move beyond traditional lectures to a blended approach that emphasizes active engagement and real-world application. The course will feature in-depth case studies of successful and challenging strategic initiatives from various public sector organizations around the globe. Participants will work in collaborative groups on practical exercises, such as developing a mock strategic plan, conducting a stakeholder mapping activity, and designing a performance dashboard. Interactive workshops and facilitated discussions will encourage the sharing of experiences and peer-to-peer learning, allowing attendees to address their specific organizational challenges. Role-playing scenarios will be used to simulate complex situations like budget negotiations and public consultations. Our expert instructors provide continuous feedback and coaching, ensuring that theoretical concepts are firmly linked to the practical realities of leading in the public sector. This hands-on approach guarantees that participants leave with not only new knowledge but also the confidence and tools to implement strategic change effectively within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Public Sector Strategic Management

- The Unique Context of Strategy in Government.
- Defining Public Value: The Moore Strategic Triangle.
- Contrasting Public Sector vs. Private Sector Strategic Goals.
- The Complete Strategic Management Cycle for Public Entities.
- Understanding the Political and Regulatory Landscape.
- Key Terminology in Public Sector Planning.
- Historical Perspectives on Government Strategy.

Unit Two: Strategic Analysis and Environmental Scanning

- Conducting a PESTLE (Political, Economic, Social, Technological, Legal, Environmental) Analysis.
- SWOT Analysis for Public Organizations: Strengths, Weaknesses, Opportunities, and Threats.
- Comprehensive Stakeholder Identification and Mapping.
- Analyzing Citizen Needs and Public Expectations.
- Defining the Organizational Mission, Vision, and Core Values.
- Assessing Internal Capabilities and Resource Constraints.
- Benchmarking against other Public Sector Agencies.

Unit Three: Strategy Formulation and Planning

- Setting Clear and Measurable Strategic Goals and Objectives.
- Developing Strategic Priorities and Key Result Areas (KRAs).
- Introduction to Frameworks like the Balanced Scorecard for Government.
- Crafting Actionable Strategic Initiatives and Programs.
- Resource Allocation and Strategic Budgeting Principles.
- Building a Coherent and Compelling Strategic Plan Document.
- Ensuring Alignment between Policy, Strategy, and Operations.

Unit Four: Execution and Performance Management

- Translating Strategic Plans into Operational Work Plans.
- Developing Meaningful Key Performance Indicators (KPIs) for Public Services.
- Establishing Performance Monitoring and Reporting Systems.
- The Role of Data Analytics in Driving Strategic Decisions.
- Conducting Effective Strategy Review Meetings.
- Overcoming Common Barriers to Strategy Execution in Government.
- Linking Performance to Accountability and Public Reporting.

Unit Five: Leadership, Change, and Strategic Communication

- The Role of Leadership in Driving Strategic Success.
- Leading and Managing Change in Bureaucratic Cultures.
- Developing a Comprehensive Strategic Communication Plan.
- Engaging Employees and Fostering Buy-in for the Strategy.
- Advanced Risk Management for Strategic Initiatives.
- Fostering a Culture of Innovation and Continuous Improvement.
- Ethical Considerations in Public Sector Strategy and 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:

How can public sector leaders effectively balance the long-term vision of a strategic plan with the short-term pressures of political cycles and immediate public demands?

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

This course distinguishes itself by focusing exclusively on the nuanced and complex environment of the public sector, a domain where success is measured by public value, not profit margins. Unlike generic strategy courses, our curriculum is meticulously designed to address the specific challenges faced by government leaders, such as navigating political sensitivities, managing diverse stakeholder interests, and operating within rigid regulatory frameworks. We move beyond theoretical models to emphasize practical execution, providing participants with actionable tools and frameworks, like the public sector-adapted Balanced Scorecard, that can be immediately applied within their organizations. The course content is deeply rooted in established academic principles, such as Mark H. Moore's work on public value, ensuring a robust and intellectually sound foundation. Furthermore, the interactive methodology, rich with real-world case studies from government agencies, fosters a unique learning environment where participants can grapple with and solve problems directly relevant to their roles. The emphasis is not just on creating a plan, but on developing the leadership and change management skills necessary to bring that plan to life and deliver measurable, positive impact for citizens.