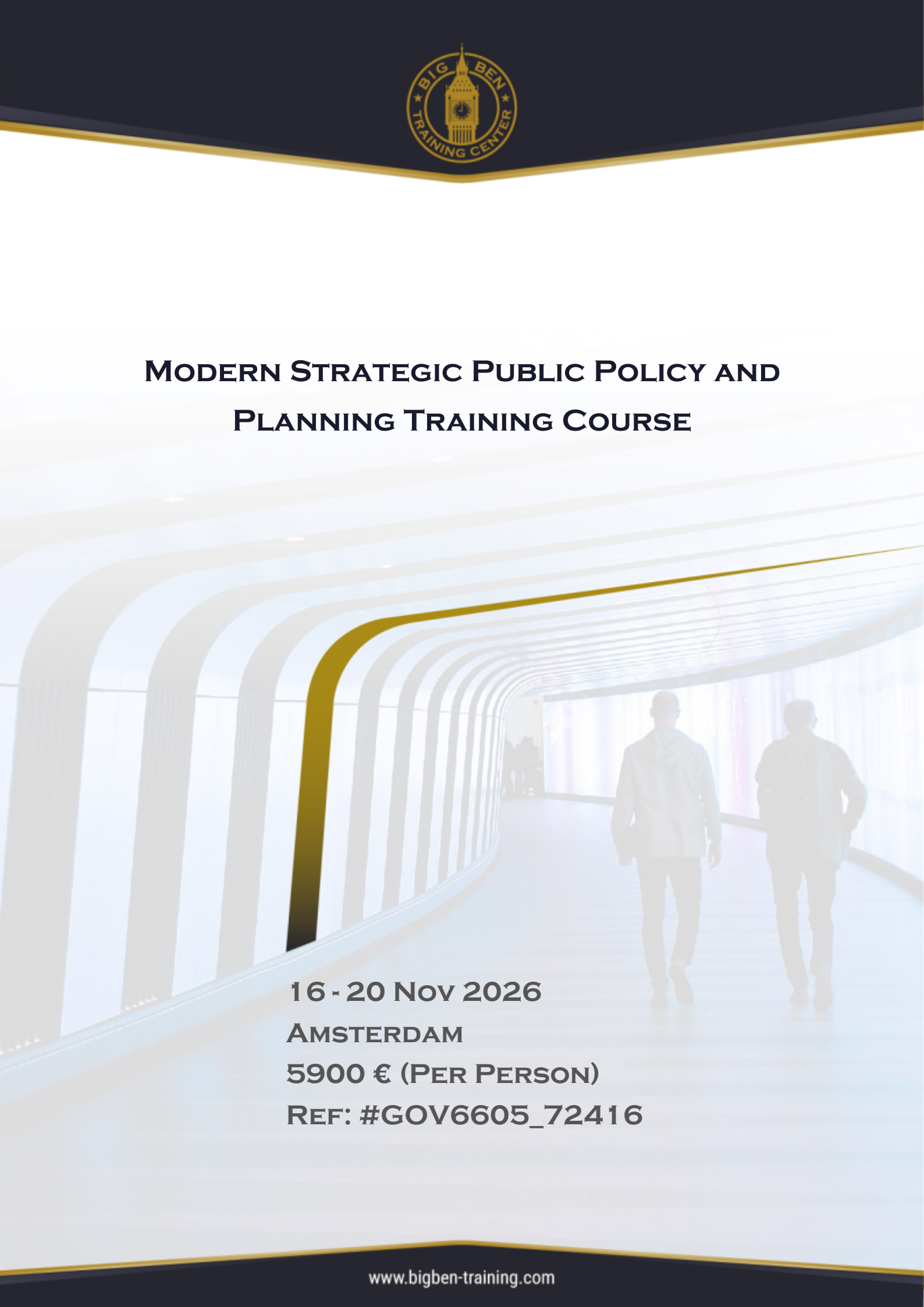
Modern Strategic Public Policy and Planning Training Course



16 - 20 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #GOV6605_72416

Course Introduction / Overview:

This comprehensive training course provides a strategic framework for mastering public policy and planning in a dynamic and complex world. Public policy is the blueprint for a nation's future, but effective planning requires more than good intentions; it demands a deep understanding of evidence, stakeholders, and implementation challenges. This course, offered by BIG BEN Training Center, is grounded in the foundational principles of political science and policy analysis, drawing on the academic work of leading authors like Paul Cairney, whose book "Understanding Public Policy: Theories and Issues" provides a critical framework for analyzing policy processes. We will explore how to move beyond a reactive stance and adopt a proactive, evidence-based approach to policymaking. Participants will learn how to identify policy problems, design effective interventions, and navigate the political and bureaucratic hurdles of implementation. By the end of this program, you will possess the tools to not only analyze policy but to serve as a strategic planner and advocate who can drive meaningful change for the public good.

Target Audience / This Training Course is Suitable for:

- Policy analysts and government advisors.
- Strategic planners and program managers.
- Public sector executives and civil servants.
- Researchers and academics in public administration.
- Non-profit and NGO leaders.
- Anyone involved in shaping public policy.

Target Sectors and Industries:

- Government and public administration agencies.
- Non-profit organizations and NGOs.
- International relations and diplomacy.
- Public health and social services.
- Urban development and planning.
- Economic development.

Target Organizations Departments:

- Policy and Planning.
- Strategic Planning.
- Research and Development.
- Executive and C-Suite.
- Regulatory Affairs.
- Communications and Public Affairs.

Course Offerings:

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

- Apply a systematic framework for policy analysis.
- Conduct a thorough needs assessment.
- Develop evidence-based policy proposals.
- Navigate the political and social context of policy.
- Engage stakeholders in the policy-making process.
- Forecast policy outcomes and unintended consequences.
- Design effective implementation and monitoring plans.
- Communicate complex policy ideas to a diverse audience.
- Evaluate policy impact and effectiveness.
- Understand the role of data in policy.

Course Methodology:

This training course at BIG BEN Training Center uses a highly interactive and practical approach to ensure participants can immediately apply their new skills. We move away from simple lectures and instead use a blend of engaging activities, including hands-on policy simulations, group case studies, and real-world scenarios. For example, participants will work in teams to analyze real policy problems, from environmental regulation to social welfare, and develop a comprehensive proposal. Collaborative workshops will allow for peer-to-peer learning, where attendees can share challenges and best practices from their own organizations. The course also includes hands-on practice sessions for writing policy memos and delivering presentations to a simulated government committee. We emphasize a continuous feedback loop, not just for employees but for the participants themselves. Throughout the program, our experienced instructors provide personalized guidance and constructive feedback, creating a supportive learning environment that prepares professionals for the complexities of their roles.

Course Agenda (Course Units):

Unit One: Foundations of Public Policy and Planning

- Defining public policy and its lifecycle.
- Theories of the policy process.
- The role of evidence and data in policy.
- Understanding stakeholders and their influence.
- Identifying and framing policy problems.
- The politics of policy making.
- Case studies of policy success and failure.

Unit Two: Policy Analysis and Design

- Methods for conducting policy analysis.
- Using a cost-benefit and cost-effectiveness analysis.
- Developing a policy theory of change.
- Designing a policy intervention.
- Forecasting policy impacts and unintended consequences.
- The role of behavioral economics in policy design.
- Writing a compelling policy brief.

Unit Three: Strategic Planning and Implementation

- Developing a strategic plan for a public organization.
- The role of strategic planning in budgeting.
- Building a consensus for policy implementation.
- Managing a policy implementation team.
- Overcoming bureaucratic hurdles.
- The importance of communication in implementation.
- Risk management for policy initiatives.

Unit Four: Policy Evaluation and Feedback

- Methods for evaluating policy effectiveness.
- Designing a monitoring and evaluation framework.
- Using data to measure outcomes and impacts.
- The role of feedback loops in policy.
- Conducting a summative and formative evaluation.
- Communicating evaluation findings to the public.
- Learning from policy failures.

Unit Five: The Future of Public Policy

- Emerging trends in policy making.
- The role of technology and data analytics.
- Public participation in policy design.
- The importance of policy innovation.
- The future of governance and democracy.
- The ethical considerations of modern policy.
- The role of leadership in shaping the policy agenda.

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 political polarization and fast-paced information cycles, how can strategic policy planners ensure that their decisions are based on long-term evidence and rational analysis rather than short-term political expediency?

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

This training course distinguishes itself by providing a robust and practical framework for public policy that is tailored for the modern strategic planner. While many programs focus solely on theory, our content integrates academic rigor with practical, hands-on application, allowing participants to analyze and design real-world policies. The course empowers participants to move beyond being a passive observer and become an active architect of change by focusing on the critical link between policy design and effective implementation. It is a combination of a deep understanding of the policy process, an emphasis on data-driven decision-making, and an unwavering focus on the public good that sets this program apart from others.