Advanced Public Policy Formulation and Impact Analysis Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #GOV9312_275570

Course Introduction / Overview:

This comprehensive course provides a deep dive into the intricate processes of public policy development, from initial conception to final impact evaluation. In today's complex world, effective policymaking is crucial for addressing societal challenges and driving sustainable growth. This program is meticulously designed to equip participants with the analytical tools, strategic frameworks, and practical skills needed to formulate robust, evidence-based policies and rigorously assess their outcomes. Drawing on foundational concepts from leading academics like Harold Lasswell, a pioneer in policy sciences, and practical frameworks such as those outlined in "A Practical Guide for Policy Analysis" by Eugene Bardach, the curriculum bridges theory and real-world application. Participants will explore the entire policy cycle, learning to navigate political landscapes, engage stakeholders, and utilize data for informed decision-making. BIG BEN Training Center has developed this course to empower professionals to create policies that are not only well-designed but also effectively implemented and capable of delivering measurable, positive change for communities and organizations. This training is an essential investment for anyone committed to mastering the art and science of public policy in the 21st century.

Target Audience / This training course is suitable for:

- Policy Analysts and Advisors.
- Government Officials and Public Sector Managers.
- Program Managers and Directors in NGOs and Non-Profits.
- Public Affairs and Government Relations Specialists.
- Corporate Social Responsibility (CSR) Managers.
- Legislative Staff and Aides.
- Researchers and Academics in Public Administration.
- Strategy and Planning Professionals.
- International Development Practitioners.
- Legal and Regulatory Compliance Officers.

Target Sectors and Industries:

- Federal, State, and Local Government Agencies.
- International Governmental Organizations (IGOs).
- Non-Governmental Organizations (NGOs) and the Non-Profit Sector.
- Public and Private Healthcare Providers.
- Educational Institutions and Academia.
- Energy and Environmental Management Sectors.
- Financial and Regulatory Bodies.
- Public-Private Partnership (PPP) Ventures.
- Management and Policy Consulting Firms.
- Telecommunications and Technology Sectors.

Target Organizations Departments:

- Policy and Strategic Planning.
- Research, Analysis, and Evaluation.
- Legal and Regulatory Affairs.
- Government Relations and Public Affairs.
- Program Management and Implementation.
- Corporate Social Responsibility (CSR).
- Economic Development.
- Community Outreach and Engagement.
- Compliance and Risk Management.
- Communications and Public Relations.

Course Offerings:

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

- Master the complete public policy cycle from agenda setting to evaluation.
- Apply various analytical frameworks for effective policy formulation.
- Conduct comprehensive stakeholder analysis and engagement strategies.
- Utilize quantitative and qualitative tools for impact assessment.
- Develop and implement robust Monitoring and Evaluation (M&E) systems.
- Perform Cost-Benefit Analysis (CBA) and Regulatory Impact Analysis (RIA).
- Design evidence-based policies that address complex social problems.
- Communicate policy proposals and findings clearly to diverse audiences.
- Navigate the political and institutional context of policymaking.
- Lead policy reform and innovation initiatives within their organizations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built around a blend of expert-led presentations, in-depth case study analyses of real-world policy challenges, and collaborative group exercises that simulate the policymaking process. Participants will work in teams to dissect policy problems, formulate solutions, and present their recommendations, fostering critical thinking and teamwork. Interactive workshops will provide opportunities to practice using key analytical tools like Cost-Benefit Analysis and stakeholder mapping. Ample time is dedicated to facilitated discussions, Q&A sessions, and peer-to-peer feedback, allowing participants to share experiences and learn from one another. This participant-centered approach ensures that the skills and concepts learned are not just understood but can be confidently applied in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Public Policy and the Policy Cycle

- Introduction to Public Policy and Governance.
- Understanding the Stages of the Policy Cycle.
- Key Theories and Models of Policymaking.
- The Role of Institutions, Ideology, and Interests.
- Ethical Considerations in Public Policy Formulation.
- Distinguishing Between Policy Analysis and Political Advocacy.
- Historical Context and Evolution of Modern Policy Analysis.

Unit Two: Agenda Setting and Policy Formulation

- Identifying and Defining Public Problems.
- Models of Agenda Setting like Kingdon's Multiple Streams Framework.
- Techniques for Comprehensive Stakeholder Analysis and Mapping.
- Developing Clear and Measurable Policy Goals and Objectives.
- Designing Policy Instruments and Alternatives.
- The Role of Research and Evidence in Problem Framing.
- Crafting Persuasive Policy Memos and Briefs.

Unit Three: Advanced Policy Analysis and Impact Assessment

- Introduction to Evidence-Based Policy Analysis.
- Conducting Cost-Benefit Analysis (CBA) and Cost-Effectiveness Analysis (CEA).
- Mastering Regulatory Impact Analysis (RIA).
- Social and Environmental Impact Assessment Methodologies.
- Utilizing Forecasting and Modeling Techniques.
- Qualitative Analysis for Policy Design.
- Integrating Quantitative and Qualitative Data for Robust Analysis.

Unit Four: Policy Implementation, Monitoring, and Delivery

- From Policy on Paper to Practice: Implementation Theories and Challenges.
- Developing Logic Models and Results-Based Management Frameworks.
- Designing Effective Monitoring and Evaluation (M&E) Systems.
- Selecting Key Performance Indicators (KPIs).
- Strategies for Managing Policy Delivery and Overcoming Barriers.
- Risk Management in Policy Implementation.
- The Role of Public-Private Partnerships in Service Delivery.

Unit Five: Policy Evaluation, Communication, and Reform

- Types of Policy Evaluation: Process, Outcome, and Impact.
- Experimental and Quasi-Experimental Evaluation Designs.
- Communicating Policy Findings to Decision-Makers and the Public.
- Strategies for Policy Advocacy and Building Coalitions.
- Managing the Politics of Policy Change and Reform.
- Learning from Policy Failures and Successes.
- Future Trends in Public Policy and Governance.

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, how can policy analysts ensure that evidence-based recommendations are not only sound but also politically viable and effectively communicated to a skeptical public?

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

This course distinguishes itself by offering a holistic and integrated approach to public policy that meticulously balances rigorous analytical techniques with the essential, yet often overlooked, arts of communication and political navigation. While many programs focus narrowly on quantitative analysis, this training provides a comprehensive toolkit that includes both the science of impact assessment and the strategic craft of stakeholder engagement and policy advocacy. We move beyond theory by immersing participants in real-world case studies drawn from diverse global contexts, forcing them to grapple with the same complexities and trade-offs that policymakers face daily. The curriculum is uniquely structured to follow the entire policy lifecycle, ensuring participants understand how each stage, from agenda setting to evaluation, interconnects. This provides a strategic, end-to-end perspective that is rare in specialized courses. Furthermore, the emphasis on practical application through simulations and group projects ensures that participants leave not just with knowledge, but with the confidence and proven ability to formulate, analyze, and champion effective public policy in their professional roles.