Strategic Policy Development and Governance Excellence Training Course



30 Nov - 04 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #GRC6305_167630

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for mastering the intertwined disciplines of strategic policy development and effective governance. In an increasingly complex regulatory and social landscape, the ability to craft clear, impactful policies and embed them within robust governance structures is paramount for organizational success and public trust. This program moves beyond theoretical concepts to deliver practical, actionable skills. Participants will explore the complete policy lifecycle, from initial analysis and evidence-gathering to drafting, implementation, and evaluation. We will delve into the principles of good governance, drawing on insights from leading academics like B. Guy Peters, whose work on governance models provides a critical lens for understanding institutional design and performance. Referencing concepts from seminal texts such as "The Politics of Bureaucracy", the course examines how to build frameworks that ensure accountability, transparency, and ethical conduct. BIG BEN Training Center has designed this course to empower professionals to not only write policies but to champion a culture of governance excellence, enabling their organizations to navigate challenges, mitigate risks, and achieve strategic objectives with integrity and precision.

Target Audience / This training course is suitable for:

- Policy Officers and Analysts.
- Government Officials and Public Sector Managers.
- Corporate Governance Professionals.
- Legal and Compliance Officers.
- Risk Management Specialists.
- Members of Boards and Committees.
- Non-Profit Leaders and Program Managers.
- Public Affairs and Government Relations Managers.
- Strategy and Planning Executives.
- Internal Auditors and Quality Assurance Managers.

Target Sectors and Industries:

- Government Agencies and Public Administration.
- Non-Governmental and Non-Profit Organizations.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Education and Academia.
- Energy, Utilities, and Natural Resources.
- Telecommunications and Technology.
- Consulting and Professional Services.
- International Development Agencies.

Target Organizations Departments:

- Policy and Strategy Development.
- Legal, Compliance, and Regulatory Affairs.
- Corporate Governance and Secretariat.
- Public Affairs and Government Relations.
- Risk Management and Internal Audit.
- Executive Leadership and Board Offices.
- Program and Project Management.
- Corporate Social Responsibility (CSR).
- Human Resources and Internal Communications.

Course Offerings:

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

- Develop and articulate clear, evidence-based policy proposals.
- Master advanced techniques for drafting precise and unambiguous policy documents.
- Design and implement effective corporate and public governance frameworks.
- Analyze the political, economic, and social context of policy-making.
- Conduct comprehensive stakeholder analysis and develop engagement strategies.
- Align policy initiatives with organizational strategy and governance principles.
- Establish robust mechanisms for policy monitoring, evaluation, and review.
- Communicate complex policy and governance issues to diverse audiences.
- Integrate risk management and ethical considerations into the policy lifecycle.
- Lead policy reform and drive a culture of continuous improvement in governance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a professional context. We employ a blended learning approach that combines expert-led presentations with a variety of hands-on activities. The course is built around real-world case studies, allowing participants to analyze complex policy and governance challenges from various industries and sectors. A significant portion of the training is dedicated to collaborative group work, where participants will engage in policy drafting exercises, simulated board meetings, and stakeholder negotiation scenarios. These interactive sessions foster critical thinking, problem-solving, and teamwork. Participants will receive constructive feedback from both the instructor and their peers, creating a dynamic and supportive learning environment. Role-playing and practical workshops are used to build confidence in policy communication and advocacy. The methodology emphasizes a participant-centered approach, encouraging questions, open discussion, and the sharing of professional experiences to enrich the overall learning journey for everyone involved.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Policy and Governance

- The Symbiotic Relationship Between Policy and Governance.
- The Public and Corporate Policy Lifecycle Model.
- Key Theories of Governance and Institutional Design.
- Principles of Good Governance: Accountability, Transparency, and Participation.
- Understanding the Political and Economic Context of Policy Making.
- Introduction to Evidence-Based Policy Development.
- The Role of Ethics in Policy and Governance.

Unit Two: Advanced Policy Analysis and Writing

- Techniques for Problem Definition and Scoping.
- Methods for Evidence Gathering and Research Synthesis.
- Structuring a Compelling Policy Document.
- Mastering the Language of Policy: Clarity, Precision, and Tone.
- Drafting Different Policy Instruments: Briefing Notes, White Papers, and Regulations.
- Conducting Regulatory and Social Impact Assessments.
- Peer Review Workshops for Policy Drafts.

Unit Three: Designing and Implementing Governance Frameworks

- Core Components of an Effective Governance Framework.
- Roles and Responsibilities of Boards, Committees, and Management.
- Developing Charters, Terms of Reference, and Mandates.
- Integrating Risk Management into Governance Structures.
- Compliance Management and Regulatory Adherence.
- Mechanisms for Decision-Making and Authority Delegation.
- Case Studies in Governance Failure and Success.

Unit Four: Stakeholder Engagement and Strategic Communication

- Identifying, Mapping, and Analyzing Stakeholders.
- Developing a Strategic Stakeholder Engagement Plan.
- Techniques for Public Consultation and Collaborative Policy Making.
- Communicating Complex Policies to Diverse Audiences.
- Managing Conflict and Building Consensus.
- Advocacy, Lobbying, and Government Relations Strategies.
- Crisis Communication in a Policy and Governance Context.

Unit Five: Policy Evaluation, Review, and Future Frontiers

- Frameworks for Monitoring and Evaluating Policy Implementation.
- Developing Key Performance Indicators (KPIs) for Policy and Governance.
- The Policy Review Cycle: Triggers and Processes.
- Managing Policy Change and Organizational Adaptation.
- The Impact of Technology: Digital Governance and Policy Innovation.
- Anticipating Future Trends in Policy and Governance.
- Capstone Project: Developing a Comprehensive Policy and Governance Strategy.

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 global interconnectedness, how can traditional governance models adapt to ensure policies remain relevant, ethical, and effective?

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

This course distinguishes itself by holistically integrating the craft of policy writing with the science of strategic governance, a synergy often overlooked in specialized training programs. While many courses focus on either policy drafting or governance principles in isolation, this program is built on the premise that effective policy is inseparable from the framework that supports it. We move beyond mere templates and theory to cultivate a deep, contextual understanding of how well-written policy drives organizational integrity and performance. The curriculum is uniquely structured around a practical, hands-on approach, using complex, real-world case studies that challenge participants to navigate the political, ethical, and logistical dimensions of policy making. Furthermore, the course is forward-looking, dedicating significant attention to emerging challenges and opportunities such as digital governance and policy innovation. Participants leave not just with the skills to write a policy document, but with the strategic mindset to design, implement, and champion a complete system of governance excellence that is resilient, adaptive, and fit for the future.