High-Impact Strategic Planning for Government Sectors Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA6377_280923

Course Introduction / Overview:

This intensive training course is designed to equip public sector leaders and professionals with the essential skills for developing and implementing high-impact strategic plans. In an era of rapid change and increasing public expectation, government entities must move beyond traditional administrative functions to adopt a forward-thinking, strategic approach. This program delves into the unique complexities of strategic management within the public domain, focusing on creating tangible public value, a concept masterfully articulated by Harvard professor Mark H. Moore in his seminal work, "Creating Public Value: Strategic Management in Government". Participants will learn to navigate the political and regulatory landscapes, engage diverse stakeholders, and align organizational objectives with national visions and developmental goals. The curriculum, offered by BIG BEN Training Center, provides a comprehensive framework for transforming government operations from reactive to proactive, ensuring that policies are not only well-conceived but also effectively executed and measured for success. This course is the definitive guide for public servants committed to driving meaningful change and achieving sustainable outcomes for the citizens they serve.

Target Audience / This training course is suitable for:

- Government Ministers and Senior Officials.
- Public Sector Directors and Department Heads.
- Strategic Planning Managers and Officers.
- Policy Advisors and Analysts.
- Public Administration Professionals.
- Project Managers in Government Agencies.
- Leaders in State-Owned Enterprises.
- Officials from Municipal and Local Government Bodies.
- Performance Management Specialists.

Target Sectors and Industries:

- Federal and National Government Ministries.
- State, Provincial, and Local Government Agencies.
- Public Utilities and Energy Sectors.
- Public Healthcare and Hospital Authorities.
- Public Education and Higher Education Institutions.
- Regulatory Bodies and Commissions.
- Law Enforcement and Public Safety Organizations.
- Non-Profit Organizations and NGOs collaborating with government.
- International Development Agencies.

Target Organizations Departments:

- Strategic Planning and Management Offices.
- Policy Development and Analysis Units.
- Finance, Budgeting, and Economic Planning.
- Human Resources and Organizational Development.
- Operations and Public Service Delivery.
- Information Technology and Digital Transformation.
- Communications and Public Relations.
- Audit, Compliance, and Governance.
- Research and Development.

Course Offerings:

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

- Develop a comprehensive strategic framework tailored to public sector realities.
- Conduct robust environmental scanning using PESTLE, SWOT, and stakeholder analysis.
- Formulate clear, measurable, and mission-driven strategic objectives and goals.
- Align departmental strategies with overarching national policies and visions.
- Design effective key performance indicators (KPIs) and performance management systems.
- Master techniques for successful strategy implementation and change management.
- Enhance stakeholder engagement and communication for strategic buy-in.
- Apply risk management principles to strategic planning and execution.
- Foster a culture of innovation and continuous improvement within their organizations.
- Evaluate policy impact and ensure public accountability.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and grounded in real-world application. We believe that adult learning is most effective when it connects theory to practice. Therefore, this course moves beyond traditional lectures to immerse participants in a dynamic learning environment. The program heavily features case studies drawn from successful and challenging strategic initiatives in government sectors across the globe. Participants will work in teams on practical exercises, including developing a mock strategic plan for a public agency, conducting a stakeholder analysis, and designing a balanced scorecard. Facilitated group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and experiences, enriching the learning process for all. Expert facilitators will provide continuous guidance and personalized feedback, ensuring that participants can confidently apply the learned concepts and tools directly to their

rofessional roles. The emphasis is on building practical capabilities, not just theoretical knowledge, to empower attendees to drive strategic success within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Public Sector Strategic Planning

- The unique context of strategy in government versus the private sector.
- Understanding the concept of Public Value Creation.
- The evolution of public administration and strategic management.
- Key terminology and foundational models of strategic planning.
- The role of vision, mission, and values in guiding public organizations.
- Identifying and engaging key internal and external stakeholders.
- Legal and regulatory frameworks impacting government strategy.

Unit Two: Strategic Analysis and Goal Formulation

- Conducting a comprehensive environmental scan (PESTLE analysis).
- Internal analysis using the Strengths, Weaknesses, Opportunities, and Threats (SWOT) framework.
- Scenario planning and strategic foresight for government.
- Setting clear and compelling strategic priorities and goals.
- Translating broad policy mandates into specific, measurable objectives.
- Utilizing logic models to connect resources, activities, and outcomes.
- The process of building consensus around strategic direction.

Unit Three: Strategy Implementation and Execution Frameworks

- Moving from planning to action: The implementation challenge.
- Developing detailed operational plans and action programs.
- Resource allocation and strategic budgeting in the public sector.
- The role of leadership in driving strategic change.
- Communicating the strategy effectively across the organization and to the public.
- Managing resistance and building momentum for new initiatives.
- Frameworks for effective project and program management in government.

Unit four: Measuring Performance and Ensuring Accountability

- The importance of performance measurement in the public sector.
- Developing meaningful Key Performance Indicators (KPIs) for government services.
- Introduction to the Balanced Scorecard for public and non-profit organizations.
- Designing performance dashboards for strategic monitoring.
- Mechanisms for public reporting and ensuring transparency.
- Conducting strategy reviews and performance audits.
- Linking performance results to organizational learning and improvement.

Unit Five: Strategic Leadership, Innovation, and Future-Proofing

- Fostering a culture of strategic thinking and innovation.
- Leading change and transformation in bureaucratic environments.
- Digital transformation and its impact on public sector strategy.
- Strategies for building resilient and agile government organizations.
- Ethical considerations and integrity in public sector strategy.
- Aligning strategic plans with Sustainable Development Goals (SDGs).
- Developing a personal action plan for 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:

How can public sector organizations effectively balance the pursuit of long-term strategic goals with the immediate pressures of short-term political cycles and public demands?

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

This course distinguishes itself by moving beyond generic corporate strategy models and focusing exclusively on the distinct and complex environment of the public sector. Unlike other programs that may superficially adapt private sector tools, this training is built from the ground up to address the core challenges faced by government leaders: navigating political sensitivities, managing diverse stakeholder interests, and defining success not by profit, but by the creation of public value. The curriculum is deeply rooted in established academic principles of public administration while emphasizing intensely practical application. We prioritize real-world government case studies over theoretical business examples, allowing participants to analyze and solve problems that directly mirror their own professional realities. The course fosters a unique learning environment where public servants can share insights and solutions specific to their shared context of accountability, transparency, and service delivery. The ultimate goal is not just to teach strategic planning, but to cultivate strategic thinking and leadership that can drive sustainable and meaningful improvements in public services and governance.