Strategic Management for Public Sector Transformation

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Berlin (Germany)



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Ref: 20255_12681-14 **Location:** Berlin (Germany) **Fees:** 5900 GBP

Why This Course

Public sector leaders today face increasing pressure to deliver value, improve services, and manage resources responsibly—all while navigating complex stakeholder environments and rapidly evolving societal needs. Effective strategic management has become essential for government agencies seeking to achieve long-term impact and operational excellence.

The Strategic Management for Public Sector Leaders - Intensive 1-Week Programme is designed to strengthen the strategic thinking, planning, and execution capabilities of public sector professionals. Through a blend of practical tools, analytical frameworks, and real-world case studies, participants will learn how to design forward-looking strategies, align resources, and lead change initiatives that drive measurable public value.

What You'll Learn and Practice

By the end of this programme, participants will be able to:

- Apply core principles of strategic management within government and public institutions.
- Formulate clear, actionable strategies aligned with public value and citizen outcomes.
- Align budgets, structures, and stakeholders to support strategy execution.
- Design performance management systems that enhance accountability and transparency.
- Lead strategic change with confidence while fostering a culture of improvement and innovation.

The Programme Flow

Day 1: Foundations of Public Sector Strategic Management

- Understanding strategic management in government
- Public value creation and strategic thinking
- Environmental scanning tools, including PESTLE analysis
- Stakeholder mapping, engagement, and influence

Day 2: Strategy Formulation and Planning

- Defining vision, mission, and values for public organizations
- Conducting SWOT analysis and strategic positioning
- Developing strategic objectives and performance indicators
- Applying the Balanced Scorecard in government contexts



Day 3: Strategy Implementation and Resource Alignment

- Translating strategy into operational action plans
- Aligning organizational structures with strategic direction
- Strategic budgeting and resource allocation
- Building partnerships and cross-sector collaborations

Day 4: Performance Management and Measurement

- Designing effective performance measurement systems
- Applying data-driven decision-making in the public sector
- Reporting performance and reinforcing accountability
- Encouraging continuous improvement and learning cultures

Day 5: Leading Strategic Change in Public Organizations

- Change management principles tailored to government agencies
- Addressing resistance and enabling strategy adoption
- Building a culture of adaptability and innovation
- Leadership approaches for driving strategic transformation

Individual Impact

Participants will walk away with the ability to:

- Develop a comprehensive strategic plan for their public institution
- Create performance frameworks aligned with strategic priorities
- Build detailed implementation roadmaps for major initiatives
- Communicate and engage stakeholders throughout strategic change efforts

Organizational Impact

Government agencies benefit through:

- Stronger alignment between strategy, resources, and mission
- Enhanced performance measurement and accountability systems
- Improved ability to execute strategic initiatives effectively
- A more agile, innovative, and citizen-focused organizational culture

Training Methodology

This programme incorporates:



- Case studies from leading public institutions
- Facilitated discussions and peer learning
- Practical strategy design tools and templates
- Hands-on exercises and scenario-based simulations

Beyond the Course

Upon completion, participants will be fully equipped to lead strategic initiatives, strengthen organizational performance, and contribute to creating meaningful public value across government systems.

