Mastering Administration, Public Policy & Governance

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Lisbon (Portugal)



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Why This Course

Public sector leaders today must navigate complex administrative systems, rapidly changing policy environments, and growing expectations for transparency, accountability, and innovation. Effective governance and public administration require a blend of strategic thinking, policy analysis, stakeholder engagement, and ethical leadership.

The Public Administration, Policy & Governance Executive Program is a comprehensive 1-week course designed for public sector professionals, policymakers, administrators, and future government leaders. This program integrates core theories with applied tools, equipping participants to design, analyze, and implement effective public policies while strengthening governance and leadership capabilities across government institutions.

Through case studies, interactive discussions, and hands-on exercises, participants will deepen their understanding of public administration and gain practical techniques to manage challenges in modern governance.

What You'll Learn and Practice

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

- Understand key concepts, models, and theories in public administration and public policy
- Apply structured techniques for policy analysis, formulation, and evaluation
- Recognize and implement governance models that enhance public sector performance
- Strengthen decision-making, strategic thinking, and leadership in complex environments
- Engage effectively with stakeholders through communication, negotiation, and collaboration

The Program Flow

Day 1 - Foundations of Public Administration

- Core concepts and functions of public administration
- Evolution and historical development of public administration
- Differences between public and private sector management
- Ethics, accountability, and integrity in public service



Day 2 - Public Policy Process & Analysis

- Understanding the policy cycle and policy formulation
- Tools and techniques for policy analysis
- Evidence-based policymaking and data-driven decisions
- Practical approaches to policy implementation and evaluation

Day 3 - Governance Models & Principles

- Traditional vs. modern governance frameworks
- Principles of good governance: transparency, accountability, participation
- Collaborative governance and interagency coordination
- E-governance, digital transformation, and smart government initiatives

Day 4 - Public Sector Leadership & Management

- Leadership theories and styles in government settings
- Strategic planning and performance-based management
- Public sector innovation, change management, and transformation
- Building resilient and high-performing government institutions

Day 5 - Stakeholder Engagement & Communication

- Stakeholder mapping, analysis, and engagement strategies
- Citizen participation and public consultation techniques
- Effective government communication strategies
- Conflict resolution, negotiation, and consensus-building skills

Individual Impact

Participants will leave the program with:

- A complete toolkit for designing, analyzing, and evaluating public policy
- Strengthened leadership abilities tailored to public sector environments
- Advanced skills for managing governance challenges and stakeholder expectations
- Greater confidence in addressing complex policy and administrative issues
- Techniques for driving innovation and performance improvement in government institutions

Organizational Impact

Public sector organizations will benefit from professionals who can:



- Improve policy design, implementation, and evaluation processes
- Enhance governance quality through transparency and accountability practices
- Strengthen institutional performance and service delivery
- Lead change initiatives and promote innovation across government departments
- Build stronger relationships with citizens, partners, and stakeholders

Training Methodology

The program uses an applied, interactive learning approach featuring:

- Real-world case studies and international best practices in public governance
- Policy simulations, problem-solving activities, and group exercises
- Strategic discussions on modern governance challenges
- Hands-on tools for policy analysis, stakeholder mapping, and evaluation
- Collaborative learning among peers from diverse public sector backgrounds

Beyond the Course

Participants will return equipped to:

- Lead policy development and public sector reforms
- Apply governance principles that enhance institutional effectiveness
- Engage citizens and stakeholders through structured dialogue and communication
- Improve decision-making in complex and fast-changing government environments
- Promote ethical, inclusive, and transparent public sector leadership

