BLACKBIRD FOR TRAINING

# Leading and Planning Policy Change: Strategies for Success

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Jeddah (KSA)

UK Traininig
PARTNER



# Leading and Planning Policy Change: Strategies for Success

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## Why This Course

In today's policy environment, leading change requires more than technical knowledge of public policy. It demands strategic thinking, strong leadership, effective stakeholder engagement, and the ability to move policy ideas from planning into practical implementation. Leaders involved in policy development must be able to navigate complexity, manage resistance, align policy with organizational priorities, and ensure that reforms deliver meaningful and measurable results.

This intensive 1-week course equips leaders with the knowledge and skills to effectively lead and plan policy change initiatives. Participants will learn strategic management principles, policy analysis techniques, and change management strategies. The course combines theoretical frameworks with practical applications to prepare leaders for successful policy development and implementation.

## What You'll Learn and Practice

By joining this program, you will:

- Develop a comprehensive understanding of policy development processes and strategic management principles.
- Master policy analysis techniques and strategic planning methodologies.
- Enhance leadership skills for driving organizational change and policy implementation.
- Learn effective stakeholder engagement and communication strategies for policy advocacy.
- Acquire skills in policy monitoring, evaluation, and continuous improvement.

## The Program Flow

### Day 1: Foundations of Policy Development and Strategic Management

- Introduction to policy development processes.
- Strategic management principles for policymakers.
- Policy analysis techniques and frameworks.
- Aligning policy with organizational goals and vision.



### Day 2: Strategic Planning and Decision-Making in Policy Development

- Strategic planning methodologies for policy initiatives.
- Decision-making models in policy formulation.
- Risk assessment and management in policy planning.
- Scenario planning and future-proofing policies.

### Day 3: Leadership and Change Management in Policy Implementation

- Leadership styles and their impact on policy change.
- Change management strategies for policy implementation.
- Overcoming resistance to policy changes.
- Building coalitions and managing stakeholders.

### Day 4: Stakeholder Engagement and Communication in Policy Advocacy

- Stakeholder analysis and mapping techniques.
- Effective communication strategies for policy advocacy.
- Negotiation and conflict resolution in policy development.
- Leveraging media and technology for policy communication.

### Day 5: Policy Monitoring, Evaluation, and Continuous Improvement

- Designing policy monitoring and evaluation frameworks.
- Key performance indicators for policy success.
- Data-driven decision making in policy refinement.
- Best practices in policy adaptation and continuous improvement.

## Individual Impact

- Strengthen your ability to lead policy change with greater confidence and strategic clarity.
- Enhance your skills in policy analysis, planning, and implementation.
- Build stronger capability in stakeholder engagement, communication, and change management.
- Gain practical tools for monitoring policy performance and supporting continuous improvement.

## Work Impact

- Improve the organization's ability to develop and implement effective policy initiatives.
- Strengthen strategic alignment between policy goals and organizational priorities.
- Support better stakeholder coordination, advocacy, and communication around policy change.
- Enhance long-term policy effectiveness through stronger evaluation and adaptation practices.



## Training Methodology

This program integrates policy frameworks, strategic leadership concepts, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on policy change, implementation, and leadership challenges.
- Practical exercises in strategic planning, stakeholder mapping, and policy evaluation.
- Interactive workshops on communication, advocacy, and change management.
- Group discussions on policy resistance, coalition building, and continuous improvement.
- Frameworks and tools for applying policy leadership and strategic management practices effectively.

## Beyond the Course

Upon completion, participants will be better equipped to lead policy development and implementation with greater confidence, structure, and strategic awareness. They will return ready to:

- Develop stronger policy plans aligned with strategic goals.
- Lead change initiatives more effectively across policy environments.
- Engage stakeholders and advocate for policy priorities with greater impact.
- Monitor, evaluate, and refine policy initiatives to achieve better long-term outcomes.

