informatech



GOVERNMENT AND PUBLIC SECTOR | COURSE

Strategy Management in the Government and Public Sectors

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Course content

Why Attend

The public sector's role and its classical paradigm of slow movement is changing. This fast paced change requires a specialized look at the meaning of strategy management in this key sector. Compared to private sector organizations, the public sector has a tremendously complex network of stakeholders, partners and customers with varying expectations. Beyond that, each public sector entity needs to understand its role in achieving higher purpose goals that meet the competitive ambition of the jurisdiction in which it operates.

In this course, we will discuss the importance of competitiveness as a nation. We will also deep dive into the elements of the strategy pyramid in the public sector looking at setting a national vision, cascading this vision to entities, putting the right Key Performance Indicators (KPIs) to measure success, deciding on public policy and collaborating with partners to execute the strategy through initiatives.

The course reviews best practices in strategy management from different nations around the globe. We will look at national and entity level examples from the UAE, Singapore, the UK, the US, and other nations. The main strategy management framework used is the balanced scorecard which is tailored for this sector. Participants will practice each element of the strategy management process through real life case studies and engaging activities.

By the end of the course, participants will be able to:

• Describe the overall public sector structure and the need for competitiveness to achieve national prosperity and growth

• Translate stakeholder ambition and needs into a strategic plan to achieve an entity's mandate

• Employ the public policy development process effectively to achieve the strategic plan

• Design and manage strategic initiatives and cross-entity collaboration mechanisms to effectively execute strategies

• Utilize a practical performance management system to develop and sustain a performance culture

All managers and professionals who are involved in influencing, formulating or supporting the planning and strategy of their government or semi government entity, department or corporation. The course is also beneficial to those who are responsible for linking, measuring and improving the performance of the organization, including sector and department managers, strategy or performance management professionals, balanced scorecard managers, and research analysts.



Course content

Why Attend

- Strategic thinking and planning
- Service innovation
- Performance management
- Partnerships development
- Policy making
- Leadership skills
- Critical thinking
- Public sector competitiveness skills

Course outline

Ambition and role of the public sector

- Benefits of strategic management in the public sector
- Illustrating types of institutions in the public sector
- Strategy management framework in the public sector
- Public sector strategy definitions
- Cascading the national vision to entity level
- Examples of national visions of nations
- Defining strategic themes linked to citizens' needs
- Role of government in achieving themes
- Determining underlying national outcomes and KPIs
- Using international indices in target setting
- Measuring a nation's ability in building a competitive environment



Course content

Course outline

• Becoming competitive as a nation: Porter's model

Strategic planning in the public sector

• Building a strategy map tailored to the public sector

• Answering the 3 questions of the strategic planning process

• Using SWOT analysis

• Fundamentals of PEDESTL framework

• Determining stakeholders and customers: building a stakeholder map

• Cascading national outcomes and KPIs into sectors

• Developing vision and mission statements

• Developing strategic objectives and KPIs using the balanced scorecard model

Public policy development

• Understanding public policy and its uses

• Linking public policy to strategic planning

• Phases of public policy development

• Determining root causes of a policy problem

• Defining types of policies

• Developing policy options

• Criteria to consider when assessing policy options

Managing strategic initiatives and partnerships

• Building initiative charters

• Assessing the impact of initiatives



Course content

Course outline

- Understanding partners' roles and cause and effect relationships
- Determining accountabilities
- Designing delivery agreements between different stakeholders
- Ensuring cross-entity collaboration

Designing the Performance Management System (PMS)

- PMS purpose and guiding principles
- Selecting, validating and documenting KPIs and targets
- Collecting, measuring and documenting results
- Analyzing performance and root causes
- Reporting performance
- Conducting operational and strategy review meetings collaboratively
- Utilizing performance improvement plans



Seminar dates

Available seminar dates

Live dates and pricing for Strategy Management in the Government and Public Sectors generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Munich - Germany	Classroom	**€2,760.-**
18 - 22 January 2027	Vienna - Austria	Classroom	**€3,400.-**
15 - 19 February 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 March 2027	Cape Town - South Africa	Classroom	**€2,272.-**
19 - 23 April 2027	Frankfurt - Germany	Classroom	**€2,600.-**
17 - 21 May 2027	Barcelona - Spain	Classroom	**€3,080.-**
21 - 25 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 July 2027	Rome - Italy	Classroom	**€3,400.-**
16 - 20 August 2027	Munich - Germany	Classroom	**€3,400.-**
20 - 24 September 2027	Vienna - Austria	Classroom	**€3,400.-**
18 - 22 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 November 2027	Paris - France	Classroom	**€3,600.-**
20 - 24 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**

Live online option	Online delivery is available at €1,850.-.