


The 10-day Strategic Planning and Management in the Public Sector

14 - 25 Oct 2019, Marrakech
15 - 26 Jun 2020, Copenhagen
12 - 23 Oct 2020, Marrakech



 [View Details](#)

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INTRODUCTION

The 10-day Strategic Planning and Management in the Public Sector training course has been specially designed for public sector organisations, and addresses the two most significant issues that will result in enhanced performance in current operations and future developments, namely strategic planning and strategic management.

This is an intensive 10-day course that deals with the complete business process from strategic planning through implementation into impact evaluation. It will support public sector organisations' overall purpose of achieving and sustaining excellent performance in economic, social and business development.

Participants attending the Strategic Planning and Management in the Public Sector training course will develop the following competencies:

- Understanding strategy and its multiple dimensions
- Defining the content of strategy in a public sector organisation
- Determining priorities in all aspects of public sector strategy
- Achieving and securing sustainability in public sector strategy
- Making a significant contribution to preparing a strategic plan
- Building an effective and adaptable strategic planning team
- Enhancing individual and team capabilities for the future
- Communicating effectively and developing team commitment
- Making effective decisions with a "plan to win" mindset
- Sustaining excellent performance in public sector teams

PROGRAMME OBJECTIVES

EuroMaTech's Strategic Planning & Management in the Public Sector training course aims to help participants to fulfil the following critical objectives.

- Understand the meaning and impact of strategic thinking
- Know how to apply the main analytical tools and techniques
- Develop skills in project specification and scheduling
- Apply the most effective approaches to strategy formulation
- Combine and leverage analytical and creative thinking
- Achieve targets and performance standards during periods of change
- Build strong public-private relationships in development activities
- Gain commitment of teams to the process of strategic development
- Understand task-oriented and strategy-oriented behaviour
- Keep teams focused on strategic objectives and requirements
- Lead multinational and multi-cultural teams
- Communicate effectively internally and externally
- Deal with rapid advances in best practice
- Improve decision-making in different conditions
- Keep programmes and projects on track and under control



WHO SHOULD ATTEND?

The Strategic Planning & Management training course is suitable for a wide range of professionals in public sector institutions, but will be particularly beneficial to:

- Programme Managers in Economic Development
- Urban Spatial Planners
- Major Project Managers
- Financial Planning and Forecasting Specialists
- Scientific and Technological Policymakers
- Internal Auditors and Management Accountants
- Human Resource Development Specialists

TRAINING METHODOLOGY

The Strategic Planning & Management in the Public Sector training course will combine presentations with instructor-guided interactive discussions between participants relating to their individual interests. Practical exercises, video material and case studies aiming at stimulating these discussions and providing maximum benefit to the participants will support the formal presentation sessions. Above all, the course leader will make extensive use of case examples and case studies of issues in which he has been personally involved.

PROGRAMME SUMMARY

The focus of the Strategic Planning & Management in the Public Sector training course is on the actions required to achieve effective formulation and implementation of strategic plans. This will include detailed presentation and discussion of contemporary leading-edge approaches to strategic planning and management, showing how standard techniques and systems should be modified for the specific context of a public sector organisation. Above all it will have a clear and practical focus on decision-making and team leadership in conditions of complexity that include a high level of public accountability.

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

QUALITY CERTIFICATIONS & ACCREDITATIONS

EuroMaTech is proud to be associated with the following accreditation bodies:



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PROGRAM OUTLINE

DAY 01

Definition of Strategy in the Public Sector

- What is strategy and why is it important?
- The alternative approaches to strategic thinking
- The question of complexity, resources and choices
- The unique aspects of strategy in the public sector
- Financial and non-financial dimensions of public sector strategy
- How to build an effective strategic planning team
- Case example or case study

DAY 02

Strategic Analysis in a Public Sector Context

- Learning from best practice in the private and public sectors
- Introducing a strategic mindset into public sector activities
- Managing internal and external relationships in strategy development
- Risk analysis - what are the right risks to take?
- Risk management - how can we minimise the risks that we face?
- Securing the cohesion of strategic programmes and projects
- Case example or case study

DAY 03

Specifics of Strategy Formulation in the Public Sector

- Setting priorities in public sector strategy - economic development
- Setting priorities in public sector strategy - social development
- Setting priorities in public sector strategy - science and technology development
- Leveraging the unique capabilities and resources of the public sector
- Identifying and managing the expectations of different stakeholders
- Strategic collaboration between the public and private sectors
- Case example or case study

DAY 04

Ensuring Sustainability of Strategic Initiatives

- Sustainability in public sector planning and how it is measured
- Designing and controlling public sector strategic programmes
- The practice of continuous renewal and development
- The concept of creative destruction and its strategic significance
- Dealing with "value migration" and its impact on public sector strategy
- Accountability and corporate governance in public sector strategy
- Case example or case study

DAY 05

Producing a Strategic Plan that gets Implemented

- Why most strategic plans have very little value
- A framework for an effective public sector strategic plan
- Aligning strategic and operational activities in public sector planning
- Setting realistic and ambitious goals and performance measures
- Linking planning, implementation and review
- Anticipating and reacting to expected and unexpected developments
- Overview of course and delegates plans for follow-up actions



DAY 06

Managing Organisational Development

- How to build effective teams in public sector organisations
- The difference between task-oriented teams and strategy-oriented teams
- How teams respond to different leadership and management styles
- The flexible organization – managing alliances and joint ventures
- Achieving agility – organisational responses to business change
- Replacing the “built to last” model with the “built to adapt” model
- Case example or case study

DAY 07

Leading and Managing People

- Influencing individual and group behaviour in public sector organisations
- Balancing analytical and emotional intelligence
- Building and leading international and cross-cultural teams
- Understanding the needs and expectations of public sector teams
- Feedback and the 360-degree evaluation
- Dilemmas and decisions in leading a multi-dimensional team
- Case example or case study

DAY 08

Communication and Human Resource Development

- Effective communication as the basis of effective public sector programmes
- Presenting ideas – how to achieve your desired impact and outcomes
- Developing best practice in external and internal communication

- Developing core competencies in public sector teams
- Identifying potential leaders for the future of the organisation
- How to create a “learning organization” in a public sector context
- Case example or case study

DAY 09

Making Decisions and Controlling Outcomes

- Developing a “plan to win” mindset for a public sector organisation
- Evaluating the feasibility and desirability of alternative options
- Making decisions on the basis of imperfect information
- Creating a publicly accountable review and control system
- Managing variance and divergence from plans
- Measuring performance and achieving improvement
- Case example or case study

DAY 10

Coaching and mentoring for improved performance

- The difference between coaching and mentoring
- The drivers of different emotions, reactions and behaviours
- The concept of empathy in public sector team leadership and management
- Leadership in situations of discomfort and conflict
- How to be effective as a coach in a public sector organisation
- How to be effective as a mentor in a public sector organisation
- Case example or case study

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✓	Date	Venue	Fee(\$)
	14 - 25 Oct 2019	Marrakech	US\$11,900
	15 - 26 Jun 2020	Copenhagen	US\$11,900
	12 - 23 Oct 2020	Marrakech	US\$11,900

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):.....
 Position:..... Organisation:.....
 Address:.....

 City / Country:
 Telephone / Fax:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
- Please invoice me
- Please invoice my company as follows:

Contact Name:
 Company Name:
 Address:.....

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

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