



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 exciting 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 competitiveess ambition of the jurisdiction in which it operates.

In this course, we will define and practice 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.

Course Objectives

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

Target Audience

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 course managers, and research analysts.

Target Competencies

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





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® ability in building a competitive environment
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 ©WOT@analysis
Fundamentals of ©EDESTL@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
Understanding partners' roles and cause and effect relationships
Determining accountabilities
Designing delivery agreements between different stakeholders





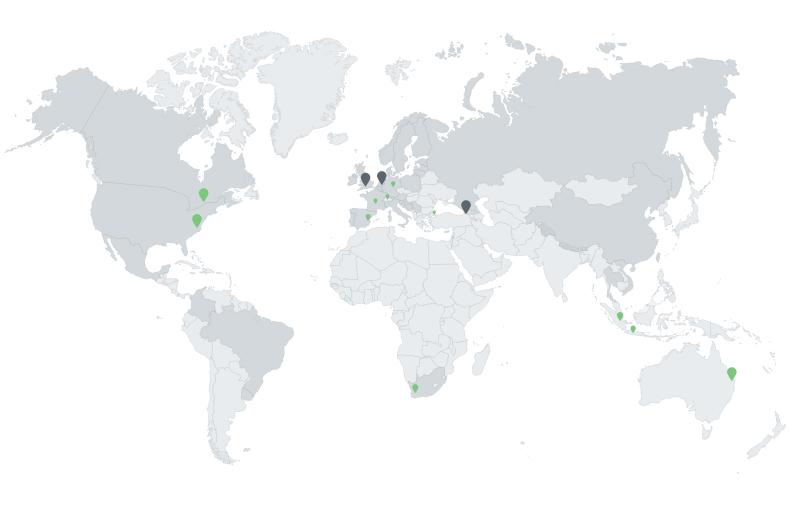
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