Training Course on Strategic Public Management

Professional Development Training Course Outline

Category	Leadership and Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The **Strategic Public Manager** training course is meticulously designed to empower public sector professionals with the essential skills and strategic thinking required to navigate the complexities of modern governance. In an environment characterized by increasing public scrutiny, limited resources, and the demand for higher quality services, effective public management is paramount. This intensive program focuses on developing core competencies in **strategic planning**, **financial management**, **team leadership**, **stakeholder engagement**, and **crisis management**, ensuring participants can drive organizational success and deliver greater public value. By emphasizing **ethical leadership**, **innovative problem-solving**, and **performance management**, this course equips individuals to become proactive leaders capable of achieving organizational objectives and fostering a culture of excellence within their public service entities.

This comprehensive training addresses the critical need for public managers to move beyond operational tasks and adopt a **strategic approach** to their responsibilities. Participants will gain mastery in areas such as **policy analysis**, **change management**, and **effective communication**, enabling them to formulate and implement impactful strategies that align with governmental objectives and societal needs. The course underscores the importance of **accountability**, **transparency**, and **public trust**, providing a framework for managers to lead with integrity and build strong relationships with diverse stakeholders, ultimately enhancing the efficiency and effectiveness of public service delivery.

Programme Curriculum

Training Course on Strategic Public Management

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Course Duration

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Course Objectives

1. **Enhance Strategic Thinking** in Public Sector Leadership
2. Master **Public Policy Analysis** and Development
3. Improve **Financial Management** Skills for Public Budgets
4. Develop **Effective Leadership** and Team Building in Government
5. Strengthen **Stakeholder Engagement** and Communication Strategies
6. Build Capacity for **Change Management** in Public Organizations
7. Advance Skills in **Performance Management** and Evaluation
8. Cultivate **Ethical Decision-Making** in Public Service
9. Learn **Crisis Management** and Resilience Planning for Government
10. Foster **Innovation in Public Administration** and Service Delivery
11. Understand **Digital Transformation** Strategies for Public Sector
12. Apply **Project Management** Principles in Public Initiatives
13. Promote **Accountability and Transparency** in Governance

Organizational Benefits

- **Improved Strategic Capacity:** Equips managers to develop and implement effective long-term strategies aligned with organizational goals.
- **Enhanced Efficiency and Effectiveness:** Streamlines operations and improves service delivery through better planning and resource allocation.
- **Stronger Leadership Pipeline:** Develops future leaders within the organization with essential strategic management skills.
- **Increased Accountability and Transparency:** Fosters a culture of responsibility and openness in public service.
- **Better Stakeholder Relations:** Enhances communication and engagement with citizens, government bodies, and other key stakeholders.
- **Improved Crisis Response:** Builds organizational resilience and the ability to effectively manage and recover from crises.

- **Enhanced Organizational Culture:** Promotes a performance-driven and innovative work environment.
- **Optimal Resource Management:** Enables effective budgeting, financial control, and resource utilization.
- **Increased Public Trust:** By demonstrating strategic competence and ethical conduct, the organization can build greater public confidence.

Target Participants

1. Mid-to-Senior Level **Public Sector Managers**
2. **Civil Servants** Seeking Leadership Roles
3. **Policy Analysts** and Advisors
4. **Heads of Departments** and Agencies
5. **Government Officials** Involved in Strategic Planning
6. Managers in **State-Owned Enterprises**
7. **Non-Profit Leaders** Interfacing with Government
8. **Regulatory Officials** and Compliance Officers

Course Outline

Module 1: Foundations of Strategic Public Management

- Understanding the evolving role of the **strategic public manager**.
- Analyzing global trends and challenges in **public administration**.
- Integrating **ethics and values** in strategic decision-making.
- Developing a **strategic mindset** for public service excellence.
- Exploring models and frameworks for **strategic planning** in the public sector.

Module 2: Strategic Planning and Policy Development

- Mastering the **public policy cycle** from formulation to evaluation.
- Conducting effective **policy analysis** and research.
- Setting **strategic objectives** aligned with government priorities.
- Developing **implementation strategies** and action plans.
- Utilizing **data and evidence** in strategic policy decisions.

Module 3: Public Sector Financial Management and Budgeting

- Understanding principles of **public finance** and accountability.
- Developing skills in **budget preparation** and management.
- Optimizing **resource allocation** and financial control.
- Navigating **financial regulations** and compliance in government.
- Exploring innovative **funding mechanisms** for public programs.

Module 4: Leadership and Team Development in Public Service

- Identifying effective **leadership styles** in the public sector context.
- Building and managing **high-performing teams**.
- Fostering **collaboration and communication** within government organizations.
- Developing strategies for **employee engagement** and motivation.
- Managing **performance and providing feedback** for team success.

Module 5: Stakeholder Engagement and Public Communication

- Identifying and analyzing diverse **public sector stakeholders**.
- Developing effective **communication strategies** for different audiences.
- Building **trust and transparency** through open communication.
- Managing **public relations** and media engagement.
- Utilizing **digital platforms** for citizen engagement and feedback.

Module 6: Managing Change and Innovation in Public Organizations

- Understanding the **dynamics of organizational change** in government.
- Developing strategies for **leading and managing change initiatives**.
- Fostering a culture of **innovation and continuous improvement**.
- Overcoming **resistance to change** and building buy-in.
- Implementing **agile methodologies** in public service delivery.

Module 7: Performance Management and Evaluation

- Establishing **performance measurement frameworks** for public programs.
- Setting **key performance indicators (KPIs)** aligned with strategic goals.
- Conducting **performance monitoring** and data analysis.
- Utilizing **evaluation methods** to assess program effectiveness.
- Implementing **performance-based budgeting** and accountability mechanisms.

Module 8: Crisis Management and Organizational Resilience

- Understanding the principles of **crisis preparedness** and planning.
- Developing **crisis communication strategies**.
- Managing **immediate responses** and mitigating the impact of crises.
- Ensuring **business continuity** and service delivery during disruptions.
- Learning from past crises to build **organizational resilience**.

Training Methodology

This training course will employ a variety of **adult learning techniques** to ensure maximum engagement, comprehension, and retention of knowledge. The methodology will include:

- **Interactive Lectures:** Combining theoretical concepts with real-world examples and case studies relevant to the public sector in Kenya and globally.
- **Group Discussions:** Facilitating peer-to-peer learning and the exchange of experiences and best practices among participants.
- **Case Study Analysis:** Examining specific scenarios and challenges faced by public managers to develop critical thinking and problem-solving skills.
- **Role-Playing Exercises:** Providing practical opportunities to apply learned concepts in simulated management situations.
- **Practical Workshops:** Engaging participants in hands-on activities and exercises to reinforce key skills and tools.
- **Guest Speaker Sessions:** Featuring experienced public sector leaders and experts to share insights and perspectives.
- **Action Planning:** Guiding participants to develop concrete plans for applying the learned strategies within their own organizations.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com