Public Sector Strategic Management: Driving Organizational Change

8 – 12 November 2027
Amsterdam (Netherlands)



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Introduction

In today's dynamic and fast-evolving governance landscape, public institutions face increasing pressure to deliver greater value, transparency, and efficiency. Public Sector Strategic Management: Driving Organizational Change is a comprehensive 1-week course designed to empower public sector leaders, policymakers, and administrators with the strategic management tools needed to drive transformation and achieve organizational excellence.

Through a blend of theory and practical application, participants will explore how to formulate, implement, and monitor strategies that enhance public value, strengthen institutional capacity, and foster a culture of innovation. The course emphasizes performance management, stakeholder alignment, and change leadership, preparing participants to lead their organizations through complex reform and modernization processes effectively.

By the end of this program, participants will be equipped with a solid foundation in strategic planning, performance measurement, and change management — the key drivers of success in today's public sector.

Course Objectives

By completing this course, participants will be able to:

- Understand the principles and frameworks of strategic management within the public sector context.
- Develop the ability to formulate, communicate, and execute effective organizational strategies.
- Learn techniques to align resources, budgets, and stakeholders with strategic objectives.
- Apply performance management systems and KPIs to measure public value and institutional efficiency.
- Acquire change management and leadership skills to drive strategic initiatives and innovation in government agencies.
- Strengthen strategic thinking, analytical decision-making, and adaptive leadership capabilities.



Course Outlines

Day 1: Foundations of Public Sector Strategic Management

- Introduction to strategic management concepts in public governance.
- Understanding public value creation and its role in strategic thinking.
- Applying environmental scanning and PESTLE analysis to identify opportunities and risks.
- Stakeholder mapping and analysis: identifying influencers, partners, and citizens.
- Workshop: Building a strategic perspective for a public organization.

Day 2: Strategy Formulation and Planning

- Defining vision, mission, and core values in public organizations.
- Conducting SWOT analysis and developing strategic positioning.
- Translating analysis into strategic objectives and performance indicators.
- Applying the Balanced Scorecard model in government institutions.
- Interactive exercise: Drafting a strategic plan aligned with public service goals.

Day 3: Strategy Implementation and Resource Alignment

- Translating strategy into operational and departmental action plans.
- Aligning organizational structures and resources to strategic priorities.
- Developing budgeting and resource allocation mechanisms that support strategy.
- Building strategic partnerships and cross-sector collaborations.
- Group activity: Designing an implementation roadmap for a real-world initiative.

Day 4: Performance Management and Measurement

- Designing performance management systems in the public sector.
- Utilizing data-driven decision-making for monitoring and evaluation.
- Developing performance dashboards and reporting mechanisms.
- Promoting accountability, transparency, and continuous improvement.
- Case study: Measuring and improving performance in government agencies.

Day 5: Leading Strategic Change in Public Organizations

- Understanding change management principles within the public sector.
- Identifying and overcoming resistance to organizational change.
- Building a culture of innovation, adaptability, and public service excellence.
- Leadership competencies for driving sustainable strategic transformation.
- Capstone project: Developing a change leadership strategy for a public entity.



Why Attend This Course: Wins & Losses!

- Strategic Excellence: Gain a complete understanding of how to design and implement effective public sector strategies.
- Performance Enhancement: Learn to apply advanced performance management tools for measurable impact.
- Change Leadership: Build the ability to lead transformation and innovation in government institutions.
- Stakeholder Alignment: Strengthen communication and coordination with internal and external stakeholders.
- Sustainability & Public Value: Ensure that strategies drive long-term value creation and institutional sustainability.

Conclusion

The Public Sector Strategic Management: Driving Organizational Change course provides a comprehensive framework for mastering strategic planning, implementation, and evaluation in government and public institutions.

By combining theory, tools, and practical insights, participants will learn how to translate vision into actionable strategies, measure performance effectively, and lead change initiatives that enhance public trust and service delivery.

Upon completion, attendees will be equipped to drive strategic transformation, improve efficiency, and achieve lasting organizational success — ensuring their institutions are prepared for the challenges and opportunities of the modern public sector.

