BLACKBIRD FOR TRAINING

Strategic Planning in the Public Sector

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Barcelona (Spain)

UK Traininig
PARTNER



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Introduction

Strategic planning in the public sector is a critical tool that helps organizations set clear goals, prioritize resources, and ensure long-term sustainability. It provides a roadmap for aligning vision and mission with practical initiatives that deliver measurable results. By applying strategic planning, institutions can anticipate change, respond to challenges, and create a balance between meeting current needs and preparing for the future.
This course equips participants with practical knowledge and systematic steps to design, implement, and evaluate strategic plans that strengthen governance, improve performance, and drive sustainable outcomes.

Course Objectives

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

- Understand the principles and practices of strategic planning in the public sector.
- Apply tools to analyze internal and external environments.
- Develop clear vision, mission, and organizational values.
- Identify strategic priorities and link them to operational plans.
- Create performance indicators to monitor and evaluate progress.
- Strengthen capacity to address risks and challenges.
- Build actionable strategies that enhance efficiency and sustainability.

Course Outlines

Day 1: Fundamentals of Strategic Planning

- Introduction to strategic planning and its importance.
- Differences between operational and strategic planning.
- Core principles of planning in the public sector.
- The role of leaders in strategic development.
- Characteristics of a successful strategic plan.
- Practical exercise: assessing current organizational readiness.



Day 2: Analyzing Internal and External Environments

- Tools for analysis SWOT and PESTEL models.
- Identifying internal strengths and weaknesses.
- Understanding external opportunities and threats.
- The role of data in strategic decision-making.
- Case study: applying environmental analysis.
- Workshop: developing a situational assessment.

Day 3: Strategy Formulation

- Building vision, mission, and core values.
- Defining strategic priorities.
- Setting medium- and long-term goals.
- Linking objectives to operational planning.
- Designing initiatives and supportive programs.
- Group exercise: drafting an initial strategy.

Day 4: Implementation and Resource Allocation

- Translating strategies into actionable business plans.
- Identifying required human and financial resources.
- Governance structures for strategy execution.
- Risk management during implementation.
- Tools for monitoring progress and ensuring compliance.
- Workshop: creating an implementation framework.

Day 5: Monitoring, Evaluation, and Continuous Improvement

- Methods for assessing strategy execution.
- Developing and applying key performance indicators KPIs.
- Measuring results against planned objectives.
- Addressing deviations during execution.
- Building a culture of continuous learning and improvement.
- Final exercise: reviewing and refining a strategic plan.



Why Attend this Course: Wins & Losses

- Gain an in-depth understanding of strategic planning in the public sector.
- Learn to analyze environments effectively with structured tools.
- Develop a clear vision and mission to guide institutional direction.
- Link long-term strategies with operational execution.
- Strengthen the use of KPIs for monitoring and evaluation.
- Improve efficiency in allocating and managing resources.
- Build resilience to risks and challenges.
- Enhance organizational performance and sustainability.

Conclusion

Strategic planning in the public sector is more than a formal exercise—it is a comprehensive approach that enables organizations to shape their future, manage resources effectively, and achieve sustainable results. Through this course, participants will gain both analytical tools and future-oriented perspectives to design actionable strategies that deliver real value.

Investing in these skills creates stronger decision-making, improves adaptability, and supports institutions in achieving their goals with clarity, efficiency, and long-term impact.

