

Strategic Planning in the Public Sector

Dubai (UAE)

22 - 26 February 2026

UK Training

PARTNER



Strategic Planning in the Public Sector

Code: NC28 From: 22 - 26 February 2026 City: Dubai (UAE) Fees: 4600 Pound

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.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



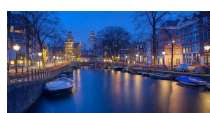
Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



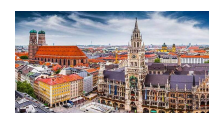
Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



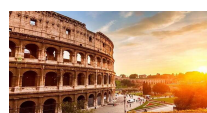
Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



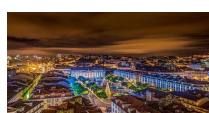
Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 WS Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 مؤسسة قطر Qatar Foundation, Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION , Tanzania	 KFAS مؤسسة الكويت للتقدم العلمي Kuwait Foundation for the Advancement of Sciences KFAS Kuwait
 Reserve Bank of Malawi , Malawi	 Central Bank of Nigeria , Nigeria	 Ministry of Interior Kingdom of Saudi Arabia , KSA	 Mabruk Oil Company , Libya	 الشركة السعودية للكهرباء Saudi Electricity Company, KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 eni ENI CORPORATE UNIVERSITY, Italy	 بنك الخليج GULF BANK Gulf Bank Kuwait	 المؤسسة العامة للتأمينات الاجتماعية General Organization for Social Insurance KSA
 Defence Space Administration , Nigeria	 مجموعة الصناعات الوطنية (القطرية) National Industries Group (Holding), Kuwait	 مؤسسة حمد الطبية Hamad Medical Corporation, Qatar	 UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT USAID Pakistan	 STC الاتصالات السعودية STC Solutions, KSA
 North Oil Company North Oil company,	 EKO EKO Electricity	 OMAN BROADBAND العمانية للإنطاق العريض Oman Broadband	 UNITED NATIONS UN.	 هيئة تنظيم الكهرباء - عمان AUTHORITY FOR ELECTRICITY REGULATION, OMAN Authority for

UK Training

PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

