BLACKBIRD FOR TRAINING

Leadership and Policy Change Planning

16 – 20 May 2027
Istanbul (Turkey)

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PARTNER



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Introduction

Leadership and Policy Change Planning are fundamental pillars in shaping the success of both public and private institutions. In today's fast-changing political, economic, and social environment, leaders and decision-makers must be able to adapt, design flexible policies, and implement strategies that respond to emerging challenges.

This course is designed for executives, team leaders, and professionals across the Middle East and North Africa region. It equips participants with practical tools to understand public policy dimensions, lead institutional change, and balance present needs with future visions.

Course Objectives

- Understand the relationship between leadership and public policy design.
- Analyze institutional and political change challenges.
- Apply effective planning strategies for managing change.
- Strengthen negotiation and communication skills to support decisions.
- Develop the ability to manage diverse stakeholders.
- Use practical models to evaluate and redesign policies.
- Build long-term strategies for leading change.
- Enhance critical thinking and decision-making in unstable environments.

Course Outlines

Day One: Leadership and Foundations of Change

- Defining strategic leadership and its role in policymaking.
- Key traits of effective leaders in complex environments.
- Linking leadership with institutional transformation.
- Principles of public administration and power dynamics.
- Group exercise: Identifying barriers to change within institutions.
- Open discussion on transformational leadership.



Day Two: Tools for Public Policy Planning

- Steps in analyzing existing policies.
- Identifying national and institutional priorities.
- Tools for data collection and policy formulation.
- Setting goals and performance indicators.
- Techniques for risk analysis.
- Workshop: Designing a preliminary actionable policy.

Day Three: Strategies for Managing Change

- Global models of change management, such as Kotter's model.
- Understanding and addressing resistance to change.
- Role of innovation in policy transformation.
- Leveraging cross-functional teams in policy execution.
- Building an institutional culture supportive of change.
- Simulation: Leading a team through institutional policy reform.

Day Four: Negotiation and Communication for Policy Support

- Negotiation skills in political and institutional contexts.
- Tools for effective stakeholder communication.
- Handling internal and external pressures.
- Role of media and public opinion in policy support or opposition.
- Simulation exercise: Negotiating a major policy shift.
- Performance assessment in complex scenarios.

Day Five: Case Studies and Final Evaluation

- Case study on economic policy reforms.
- Case study on social policy transformation.
- Group discussion on successes and failures in managing change.
- Practical test assessing key concepts.
- Group project: Presenting a structured policy change plan.
- Final session reviewing outcomes and recommendations.



Why Attend This Course: Wins & Losses!

- Gain practical tools for planning policy change.
- Strengthen leadership skills in dynamic environments.
- Improve stakeholder management capabilities.
- Learn best practices from global models.
- Enhance negotiation and diplomacy skills.
- Apply knowledge through real-world case studies.
- Improve strategic decision-making.
- Build a professional network of peers.

Conclusion

The Leadership and Policy Change Planning course provides an integrated opportunity to develop strategic leadership and public policy planning skills. It not only delivers theoretical knowledge but also emphasizes hands-on applications through simulations and real case studies.

Participants will leave this program equipped to face policy challenges, design strategies for change, and build institutions that are more resilient, adaptive, and future-ready.

