BLACKBIRD FOR TRAINING

Public Policy Analysis

4 – 8 January 2027
Kuala Lumpur (Malaysia)

UK Traininig
PARTNER



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Introduction

In today's fast-changing political, economic, and social landscape, Public Policy Analysis has become an essential tool for understanding the complexities of governance and decision-making. This course is not limited to government professionals; it is designed to serve executives, team leaders, and specialists across both public and private institutions.

The target audience includes professionals at all career levels: from early and mid-career employees seeking to develop foundational and specialized skills, to middle and senior managers aiming to enhance their leadership and strategic capacities. The course is highly relevant to professionals in oil and gas, banking and finance, telecommunications, government institutions, human resources, project management, marketing, and sales, where public policy analysis plays a vital role in institutional development and productivity improvement.

The practical value of this course lies in equipping participants with the knowledge and tools to analyze policies, assess alternatives, and measure the societal and economic impacts of decisions—enabling them to play an active role in shaping realistic and effective strategies.

Course Objectives

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

- Understand the core concepts and theoretical frameworks of public policy analysis.
- Grasp the decision-making process and the influence of political, economic, and social factors.
- Apply policy analysis tools and methods to assess effectiveness and efficiency.
- Evaluate policy alternatives and formulate actionable recommendations.
- Analyze real-world case studies to extract applicable lessons.
- Develop critical thinking skills to address complex public policy challenges.
- Design policies that balance economic, social, and institutional priorities.
- Use modern models to assess outcomes and impacts on organizations and society.



Course Outlines

Day One: Fundamentals of Public Policy and Analytical Frameworks

- Definition and significance of public policy in governance.
- The policy cycle: planning, formulation, implementation, and evaluation.
- Key drivers of policy-making: political, economic, and social factors.
- Major schools of thought in public policy analysis.
- The role of public and private institutions in policy formulation.
- Case discussions illustrating challenges in policy design.

Day Two: Tools and Methods of Policy Analysis

- Quantitative and qualitative approaches in policy analysis.
- Cost-benefit analysis as a decision-making tool.
- Using economic and social indicators for evaluation.
- Stakeholder mapping and interest analysis.
- Risk analysis and impact forecasting.
- Practical exercises applying policy analysis techniques.

Day Three: Evaluating Alternatives and Decision-Making

- Developing and assessing multiple policy alternatives.
- Criteria for evaluation: efficiency, effectiveness, and equity.
- Balancing short-term priorities with long-term goals.
- Drafting actionable and practical recommendations.
- Strategies for overcoming institutional and political resistance.
- Workshop on assessing scenarios and recommending policy options.

Day Four: Case Studies and Practical Applications

- Examination of local, regional, and global policy cases.
- Comparative analysis of economic and social policies.
- Identifying successes and failures in real-world contexts.
- Tools for measuring social and economic policy impact.
- Group exercise on addressing a public problem using analysis tools.
- Translating analytical insights into workplace applications.



Day Five: Simulation and Final Assessment

- Comprehensive review of course concepts and tools.
- Full simulation exercise on drafting and evaluating a policy.
- Group work to propose alternative solutions.
- Individual and team performance evaluations.
- Detailed feedback on analytical and practical skills.
- Discussion of future trends in public policy analysis.

Why Attend This Course: Wins & Losses!

- Gain a deep understanding of governance and decision-making mechanisms.
- Develop advanced analytical skills applicable in real-world contexts.
- Enhance leadership and strategic planning capabilities.
- Learn the latest global tools and frameworks in public policy analysis.
- Engage in practical case studies and simulation exercises.
- Expand your professional network with experts and peers.
- Improve institutional performance and productivity.
- Earn a recognized professional certification to strengthen your career.

Conclusion

The Public Policy Analysis course is a comprehensive training experience that provides participants with both theoretical knowledge and practical skills in analyzing and shaping policies. It bridges academic frameworks with applied learning, enabling participants to evaluate alternatives, draft effective recommendations, and address complex governance challenges.

This program is not just a training course—it is a strategic journey that empowers leaders and decision-makers to shape sustainable policies that serve their organizations and societies. With its holistic content, practical exercises, and accredited certification, this course represents a powerful investment in building advanced analytical and leadership capacities.

