BLACKBIRD FOR TRAINING

Public Policy Development

17 – 21 May 2027
Kuala Lumpur (Malaysia)



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Introduction

In a rapidly changing political, economic, and social environment, Public Policy Development has become one of the most critical tools for strategic decision-making and sustainable development. Policymaking is no longer confined to governments; it has become a necessity for large private organizations, international institutions, and cross-sector companies that are directly impacted by the outcomes of public policies.

This course is designed for executives, team leaders, and specialists working in both public and private institutions across the Middle East and North Africa. It targets professionals at different career levels: from those seeking to strengthen their foundational analytical skills, to mid- and senior-level leaders aiming to advance their strategic capacity in policy design and execution.

The practical value of this program lies in equipping participants with the knowledge and tools to understand the policy cycle, apply analytical methods, and design solutions that can be effectively implemented, thereby improving institutional performance and responsiveness to emerging challenges.

Course Objectives

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

- Understand the core concepts and frameworks of public policy development.
- Grasp the full policy cycle, from planning to evaluation.
- Apply analytical tools to diagnose problems and propose alternatives.
- Formulate integrated policies that balance economic and social dimensions.
- Evaluate policy impacts and draft practical recommendations.
- Draw lessons from real-world case studies and applications.
- Strengthen critical thinking and problem-solving skills.
- Enhance strategic leadership capabilities in policy development.



Course Outlines

Day One: Introduction to Public Policy Development

- Definition and significance of public policy in governance and institutions.
- Key stages of the policy cycle.
- Political, economic, and social factors are shaping policy development.
- Theoretical models of policy design.
- The role of government and private institutions in policymaking.
- Case discussions illustrating fundamental concepts.

Day Two: Problem Diagnosis and Analytical Tools

- Methodologies for identifying and framing public problems.
- Collecting quantitative and qualitative data.
- Using performance indicators to diagnose challenges.
- Stakeholder mapping and interest assessment.
- Risk analysis in public problem-solving.
- Practical exercise: diagnosing a real-world issue.

Day Three: Policy Formulation and Alternative Design

- Principles of drafting goals and strategies.
- Developing multiple policy alternatives.
- Criteria for selecting the most effective options.
- Crafting actionable and realistic recommendations.
- Balancing short-term and long-term policy objectives.
- Workshop: designing alternative solutions for a selected issue.

Day Four: Policy Implementation and Performance Monitoring

- Turning policy goals into actionable implementation plans.
- Resource allocation and budgeting in policy execution.
- Common challenges in applying policies in complex environments.
- The leadership role in ensuring successful implementation.
- Tools for monitoring progress and reporting.
- Case study on implementing a public policy initiative.



Day Five: Policy Evaluation and Lessons Learned

- Approaches to evaluating policies and measuring outcomes.
- Analyzing economic, social, and environmental impacts.
- Identifying strengths and weaknesses in implemented policies.
- Drafting recommendations for future improvement.
- Preparing contingency plans and alternative policies when needed.
- Final group exercise: evaluating a real-world policy and proposing improvements.

Why Attend This Course: Wins & Losses!

- Comprehensive understanding of the public policy development cycle.
- Practical tools to diagnose problems and design solutions.
- Enhanced leadership and strategic planning skills.
- Exposure to global best practices and regional applications.
- Hands-on learning through case studies and simulations.
- Opportunities to expand your professional network.
- Improved institutional performance and stronger decision-making capacity.
- A certified professional qualification to support career growth.

Conclusion

The Public Policy Development program is a comprehensive learning experience that combines theoretical frameworks with applied practices. It empowers participants to diagnose challenges, design actionable solutions, implement policies effectively, and evaluate results—all while strengthening their leadership role in shaping impactful governance and organizational strategies.

With its structured content, analytical tools, and real-world applications, this course is more than a training program; it is a strategic investment in building advanced leadership and analytical capacities that match the demands of the 21st century.

