



Strategy Management In The Public Sector

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Course content

Ambition and role of the public sector

- Benefits of strategic management in the public sector
- Illustrating types of institutions in the public sector
- Strategy management framework in the public sector
- Public sector strategy definitions
- Cascading the national vision to entity level
- Examples of national visions of nations
- Defining strategic themes linked to citizens' needs
- Role of government in achieving themes
- Determining underlying national outcomes and KPIs
- Using international indices in target setting
- Measuring a nation's ability in building a competitive environment
- Becoming competitive as a nation: Porter's model

Strategic planning in the public sector

- Building a strategy map tailored to the public sector
- Answering the 3 questions of the strategic planning process
- Using SWOT analysis
- Fundamentals of PEDESTL framework
- Determining stakeholders and customers: building a stakeholder map
- Cascading national outcomes and KPIs into sectors
- Developing vision and mission statements
- Developing strategic objectives and KPIs using the balanced scorecard model

Public policy development

- Understanding public policy and its uses
- Linking public policy to strategic planning
- Phases of public policy development
- Determining root causes of a policy problem
- Defining types of policies
- Developing policy options
- Criteria to consider when assessing policy options

Managing strategic initiatives and partnerships

- Building initiative charters
- Assessing the impact of initiatives
- Understanding partners' roles and cause and effect relationships
- Determining accountabilities
- Designing delivery agreements between different stakeholders

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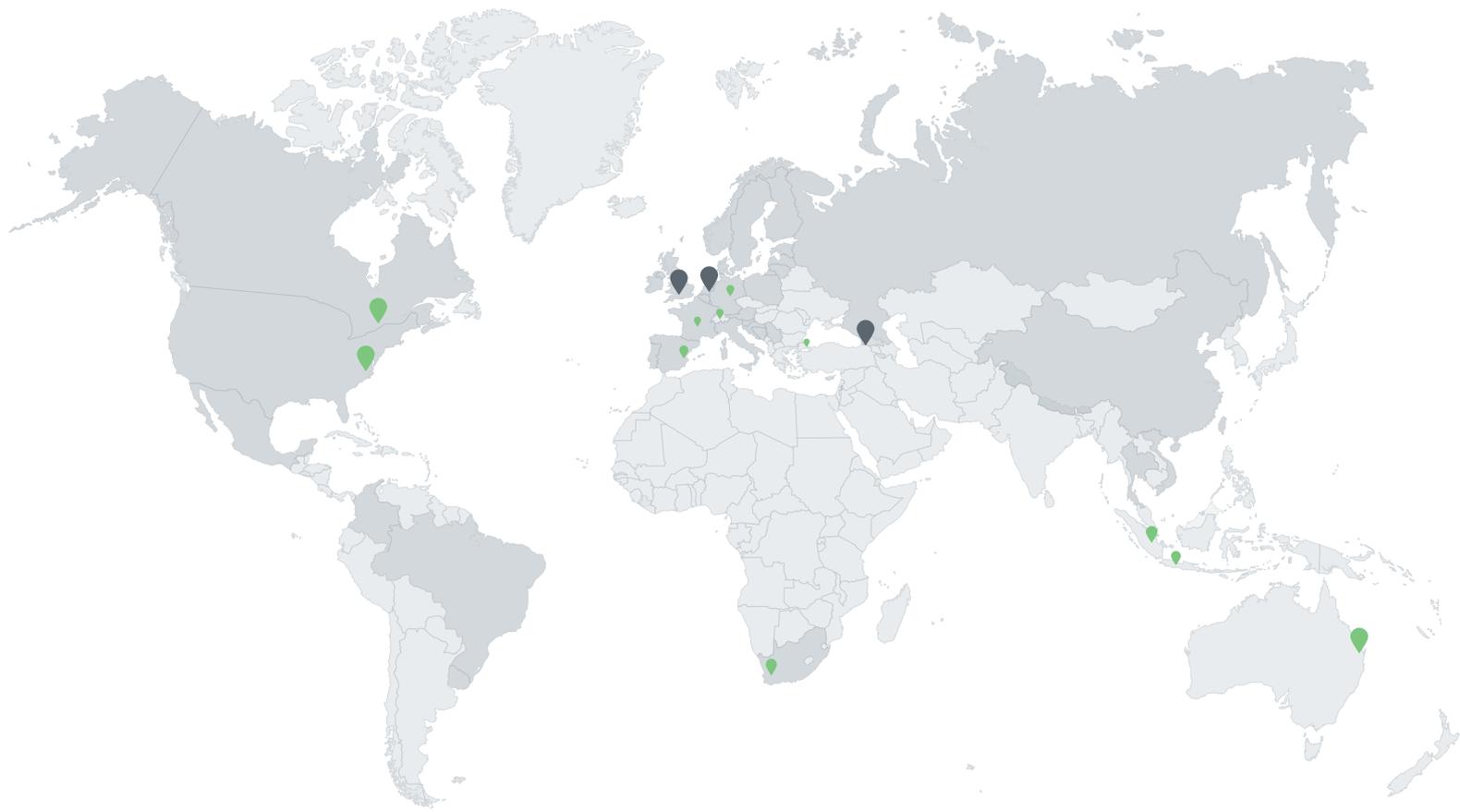
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www.informatech.co.uk

+44 (33) 000 111 90

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