



## course : Strategic Planning in the Public Sector

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| <b>City :</b>       | Istanbul   | <b>Hotel :</b>    | Turkey     |
| <b>Start Date :</b> | 2025-12-08 | <b>End Date :</b> | 2025-12-12 |
| <b>Duration :</b>   | 1 Week     | <b>Price :</b>    | 3950 \$    |

## Course Overview

Strategic planning in the public sector is a challenging and exciting subject. There is a significant and growing emphasis in the sector on project outcomes, value for money, financial efficiency, and the changing relationship between public and private institutions. Today, public sector organisations are increasingly required to plan strategically for their future using tools and techniques developed in the private sector. This course addresses these critical areas.

This highly participative training course will cover the major issues of setting strategic objectives, planning training and projects, and preparing for the future. Participants will also learn how to evaluate the outcomes of public sector strategic decisions and receive guidelines on integrating strategic and operational activities to achieve high-level performance in economic, social, and business development. Measuring economic and business impact will be emphasized to focus participants on the quality of operational outputs and strategic outcomes. This course provides a roadmap for confidently shaping the organization's future.

## Course Objectives

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

- Understand the meaning and impact of strategic thinking
- Apply analytical tools and techniques effectively
- Develop skills in project specification and scheduling
- Use effective approaches to strategy formulation
- Combine analytical and creative thinking
- Achieve targets and performance standards during periods of change
- Build strong public-private relationships in development activities
- Gain team commitment to strategic development processes

## Target Audience

**This course is suitable for a wide range of professionals employed in public sector institutions, particularly:**

- Programme Managers in Economic Development

- Urban Spatial Planners
- Major Project Managers
- Financial Planning and Forecasting Specialists
- Scientific and Technological Policymakers
- Internal Auditors and Management Accountants

## Methodology

This training course combines presentations with instructor-guided interactive discussions tailored to participants' individual interests. Practical exercises, case studies, and video materials will stimulate discussion and provide maximum benefit. Extensive use of real-world case examples will help participants apply lessons directly to their work context.

## Course Outline

### Day 1: Definition of Strategy in the Public Sector

- What is strategy and why is it important?
- Alternative approaches to strategic thinking
- Complexity, resources, and choices
- Unique aspects of public sector strategy
- Financial and non-financial dimensions
- Building an effective strategic planning team
- Case example or case study

### Day 2: Strategic Analysis in a Public Sector Context

- Learning from best practices in private and public sectors
- Introducing a strategic mindset
- Managing internal and external relationships
- Risk analysis and risk management
- Securing cohesion of strategic programs and projects
- Case example or case study

### Day 3: Specifics of Strategy Formulation in the Public Sector

- Setting priorities: economic development

- Setting priorities: social development
- Setting priorities: science and technology development
- Leveraging public sector capabilities and resources
- Managing stakeholder expectations
- Strategic collaboration between public and private sectors
- Case example or case study

#### **Day 4: Ensuring Sustainability of Strategic Initiatives**

- Measuring sustainability in public sector planning
- Designing and controlling strategic programs
- Continuous renewal and development
- Creative destruction and strategic significance
- Value migration and its impact
- Accountability and governance in public sector strategy
- Case example or case study

#### **Day 5: Producing a Strategic Plan that Gets Implemented**

- Why many strategic plans fail
- Framework for an effective public sector strategic plan
- Aligning strategic and operational activities
- Setting realistic and ambitious goals
- Linking planning, implementation, and review
- Anticipating and reacting to expected and unexpected developments
- Overview and delegates' follow-up actions

## **Certificates**

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.