

LEADERSHIP AND POLICY CHANGE PLANNING



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TRAINING CENTER



Introduction

Leadership and Policy Change Planning Training Course prepares leaders to design, promote, and implement policy change inside complex organizations and public systems. Policy rarely fails on technical merit; it fails on weak analysis, neglected stakeholders, or poor sequencing during implementation. This program builds the leadership discipline that carries a policy from idea to practice. It combines policy analysis methods with change leadership and communication practice. As a result, participants learn to frame problems accurately, appraise options with evidence, anticipate resistance, and guide adoption across departments. Furthermore, the course covers implementation planning, monitoring, and evaluation of policy outcomes.

Leadership and Policy Change Planning Course Objectives

- Apply the policy cycle from agenda setting to evaluation.
- Conduct stakeholder analysis with the power-interest grid.
- Frame policy problems with problem trees and root cause analysis.
- Appraise policy options with cost-benefit and impact assessment.
- Use scenario planning to test policy under uncertainty.
- Build policy theories of change and logical frameworks.
- Apply Kotter's eight steps and the ADKAR model to policy adoption.
- Design implementation plans with RACI accountability structures.
- Communicate policy change with credible, consistent messaging.
- Monitor and evaluate policy outcomes with defined indicators.

Course Methodology

- Facilitated sessions built around real policy case studies.

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- Policy analysis workshops using problem trees and option appraisal.
- Stakeholder mapping and engagement planning exercises.
- Role-play of consultation meetings and public briefings.
- Group work on implementation plans and logical frameworks.
- Simulation of resistance management and negotiation.
- Structured peer review and policy action planning.

Who Should Take This Course

- Policy analysts and advisers.
- Public sector managers and department heads.
- Regulatory and compliance leaders.
- Program managers delivering policy reform.
- Governance and strategy professionals.
- Communications and stakeholder relations managers.
- Consultants supporting policy and reform programs.

Leadership and Policy Change Planning Course Outlines

Day 1: Foundations of Policy and Leadership

- Defining public policy and the policy cycle stages.
- Agenda setting, windows of opportunity, and policy entrepreneurs.
- The leader's role in shaping and sponsoring policy change.
- Evidence-based policy and its practical limits.
- Political, legal, and ethical dimensions of policy work.



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- Common causes of policy failure.
- Case study: a policy that succeeded and one that stalled.

Day 2: Problem Framing and Stakeholder Analysis

- Framing policy problems with problem trees.
- Root cause analysis with fishbone diagrams and the 5 Whys.
- Stakeholder mapping with the power-interest grid.
- Analysing interests, influence, and positions.
- Consultation design and public participation methods.
- Managing conflicting stakeholder expectations.
- Workshop: framing a real policy problem.

Day 3: Option Appraisal and Policy Design

- Generating and screening policy options.
- Cost-benefit analysis and cost-effectiveness appraisal.
- Regulatory impact assessment basics.
- Scenario planning for policy under uncertainty.
- Theories of change and logical frameworks.
- Designing policy instruments: regulation, incentives, and information.
- Workshop: appraising and selecting a policy option.

Day 4: Implementation and Change Leadership

- Turning policy into implementation plans.
- RACI structures, milestones, and resource planning.
- Applying Kotter's eight steps to policy adoption.



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- Managing resistance with the ADKAR model.
- Building coalitions and internal champions.
- Communication strategy and message discipline.
- Simulation: leading a contested policy rollout.

Day 5: Monitoring, Evaluation, and Policy Learning

- Designing policy indicators and baselines.
- Data collection methods and progress reviews.
- Evaluating policy outcomes and unintended effects.
- Reporting to decision-makers and oversight bodies.
- Adaptive management and policy revision.
- Capturing lessons with after-action reviews.
- Capstone: presenting a policy change plan.

Conclusion

By successfully completing Leadership and Policy Change Planning Training Course, participants will have acquired the knowledge to frame policy problems accurately, appraise options with evidence, engage stakeholders constructively, plan implementation with clear accountability, and evaluate outcomes with measurable indicators. They will also understand how to lead adoption through resistance and revise policy as evidence emerges. Gentex Training Center delivers this program through applied workshops and expert facilitation, preparing leaders to turn policy intent into practice.





FAQs for the Leadership and Policy Change Planning course

Q1 What is the "Leadership and Policy Change Planning" course about?

It is a training program that teaches how to design and lead policy change from idea to implementation. It covers the policy cycle, problem framing, stakeholder analysis, option appraisal, implementation planning, and evaluation.

Q2 What are the key benefits of the "Leadership and Policy Change Planning" course?

Participants gain a structured method for shaping policy proposals, stronger stakeholder engagement, and implementation plans that survive contact with reality. Organizations benefit from better-designed policies, fewer rollout failures, and clearer evidence of what a policy actually achieved.

Q3 What skills will I gain from the "Leadership and Policy Change Planning" course?

Participants build policy analysis and problem framing, stakeholder analysis and consultation design, option appraisal and policy design, and implementation planning, change leadership, and policy evaluation.



Q4 What tools, methods, or standards are covered in the "Leadership and Policy Change Planning" course?

The course covers the policy cycle, problem trees, fishbone diagrams and the 5 Whys, the power-interest stakeholder grid, cost-benefit analysis, regulatory impact assessment, scenario planning, theories of change, logical frameworks, RACI matrices, Kotter's eight steps, and the ADKAR model.

Q5 How is the "Leadership and Policy Change Planning" course applied in real-world practice?

Learners apply it by framing a policy problem with evidence, mapping stakeholders and designing consultation, appraising options for decision-makers, drafting implementation plans with clear ownership, communicating consistently, and tracking outcomes for revision.