

LEADERSHIP: CREATING PUBLIC VALUE



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TRAINING CENTER



Introduction

Leadership: Creating Public Value Training Course prepares public and non-profit leaders to deliver outcomes that citizens genuinely value, not just outputs that meet a target. Public value is created when services solve real problems, when resources are used responsibly, and when decisions stand up to public scrutiny. This program builds the strategic and political judgment that public leadership requires. It draws on the public value framework, performance management practice, and stakeholder engagement methods. As a result, participants learn to define value clearly, measure it honestly, and defend it convincingly. Furthermore, the course covers partnerships, ethics, and leading reform in constrained environments.

Leadership: Creating Public Value Course Objectives

- Apply the public value strategic triangle: value, legitimacy, capability.
- Define public value with clear outcomes and success measures.
- Use the Balanced Scorecard and outcome-based KPIs for public services.
- Engage citizens and stakeholders with the power-interest grid.
- Apply the PLUS ethical decision-making model to public dilemmas.
- Manage performance with transparent reporting routines.
- Design and govern partnerships, contracts, and shared delivery.
- Apply risk management and internal control principles.
- Lead change with Kotter's eight steps and the ADKAR model.
- Communicate public outcomes credibly to oversight bodies.

Course Methodology

- Facilitated sessions built around live public value dilemmas.
- Case studies from local government, health, and non-profit delivery.

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- Workshops in outcome definition and performance measurement.
- Role-play of citizen engagement and scrutiny sessions.
- Group exercises in stakeholder mapping and partnership design.
- Simulation of resource prioritisation under budget pressure.
- Peer review, reflection, and a personal public value action plan.

Who Should Take This Course

- Public sector managers and department heads.
- Local government and municipal leaders.
- Non-profit and social sector leaders.
- Public program and service managers.
- Policy advisers and strategy professionals.
- Governance, audit, and oversight staff.
- Consultants supporting public service reform.

Leadership: Creating Public Value Course Outlines

Day 1: Foundations of Public Value

- Defining public value and why it differs from private value.
- The strategic triangle: value, legitimacy, and operational capability.
- Public value versus public goods and outputs.
- Accountability to citizens, legislatures, and oversight bodies.
- The public leader's role in a political environment.
- Balancing short-term pressure with long-term outcomes.
- Case study: a service that created measurable public value.





Day 2: Defining Outcomes and Measuring Value

- Moving from outputs to outcomes in service design.
- Theory of change and logic models for public programs.
- The Balanced Scorecard applied to public services.
- Designing outcome-based KPIs and baselines.
- Cost-effectiveness and social return analysis basics.
- Transparency in reporting and open data practice.
- Workshop: defining outcomes for a public service.

Day 3: Citizens, Stakeholders, and Legitimacy

- Stakeholder mapping with the power-interest grid.
- Citizen engagement and consultation methods.
- Co-production of services with communities.
- Managing conflicting interests and political sensitivity.
- Communicating decisions transparently under scrutiny.
- Handling media and public accountability sessions.
- Role-play: a public scrutiny and consultation session.

Day 4: Capability, Partnerships, and Delivery

- Assessing operational capability and capacity gaps.
- Partnership and contract governance models.
- Commissioning, procurement, and performance clauses.
- Risk management and internal control principles.
- Managing shared delivery across agencies.

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- Workforce capability and succession in public service.
- Workshop: designing a partnership governance model.

Day 5: Leading Reform and Sustaining Public Value

- Leading change with Kotter's eight steps and the ADKAR model.
- Reform under budget constraints and political cycles.
- Ethical decision-making with the PLUS model.
- Building public trust through consistency and integrity.
- Measuring and reporting public value over time.
- Building a personal public leadership plan.
- Capstone: presenting a public value improvement plan.

Conclusion

By successfully completing Leadership: Creating Public Value Training Course, participants will have acquired the knowledge to define public value with clear outcomes, measure it honestly, engage citizens and stakeholders constructively, govern partnerships and risk, and lead reform within political constraints. They will also understand how to report results credibly and sustain trust through consistent conduct. Gentex Training Center delivers this program through applied workshops and expert facilitation, helping public leaders deliver outcomes that matter.

FAQs for the Leadership: Creating Public Value course





Q1 What is the "Leadership: Creating Public Value" course about?

It is a training program that teaches public and non-profit leaders how to define, deliver, and demonstrate public value. It covers outcome definition, performance measurement, citizen engagement, partnership governance, ethics, and reform leadership.

Q2 What are the key benefits of the "Leadership: Creating Public Value" course?

Participants gain a clear framework for judging where value lies, stronger measurement of outcomes rather than activity, and more confident engagement with citizens and oversight bodies. Public organizations benefit from better-targeted spending, defensible results, and reforms that hold up to scrutiny.

Q3 What skills will I gain from the "Leadership: Creating Public Value" course?

Participants build public value strategy and outcome definition, performance measurement and transparent reporting, citizen and stakeholder engagement, and partnership governance, risk management, and reform leadership.



Q4 What tools, methods, or standards are covered in the "Leadership: Creating Public Value" course?

The course covers the public value strategic triangle, theories of change and logic models, outcome-based KPIs, the Balanced Scorecard, cost-effectiveness analysis, the power-interest stakeholder grid, co-production methods, partnership governance models, risk management and internal control principles, the PLUS ethical decision-making model, Kotter's eight steps, and the ADKAR model.

Q5 How is the "Leadership: Creating Public Value" course applied in real-world practice?

Learners apply it by defining outcomes for a service, building logic models and indicator sets, consulting citizens on design changes, setting partnership performance clauses, reporting results publicly, and reviewing progress with oversight bodies.