

PUBLIC POLICY ANALYSIS



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TRAINING CENTER



Introduction

Public Policy Analysis Training Course gives professionals the tools to examine how governments and institutions design, appraise, and deliver policy. Participants learn to frame policy problems, weigh evidence, compare options, and measure impact with confidence. The course connects theory to daily practice through real cases, structured frameworks, and applied exercises. As a result, learners leave with a clear method for turning complex social and economic problems into workable, accountable policy decisions. Furthermore, the program strengthens analytical writing, stakeholder engagement, and ethical judgement across the full policy cycle.

Public Policy Analysis Course Objectives

- Define public policy problems clearly and frame them for effective analysis.
- Apply cost-benefit analysis and multi-criteria decision analysis to compare policy options.
- Use stakeholder mapping and power-interest grids to plan consultation.
- Interpret quantitative and qualitative evidence to support sound recommendations.
- Build logical frameworks (logframes) and theory of change models for policy programs.
- Design implementation plans with clear responsibilities, timelines, and budgets.
- Assess policy risks using risk registers and mitigation strategies.
- Evaluate policy outcomes through indicators, baselines, and targets.
- Draft policy briefs and recommendations for senior decision-makers.
- Apply ethical standards and transparency principles throughout the policy cycle.

Course Methodology

- Interactive lectures supported by real policy case studies.
- Group workshops on problem framing, appraisal, and option design.
- Hands-on practice with cost-benefit analysis, logframes, and risk registers.

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- Simulation exercises on stakeholder negotiation and policy trade-offs.
- Guided peer review of draft policy briefs and recommendations.
- Structured feedback from an experienced facilitator throughout the course.

Who Should Take This Course

- Policy analysts, advisors, and researchers in government entities.
- Public sector managers responsible for program design and delivery.
- Strategic planners and performance specialists in public institutions.
- Consultants and NGO staff working on policy development.
- Economists, statisticians, and data analysts entering policy roles.
- Compliance and governance officers involved in policy review.

Public Policy Analysis Course Outlines

Day 1: Foundations of Public Policy and Problem Framing

- Definition and scope of public policy and the policy cycle.
- Roles of government, institutions, and stakeholders in policy-making.
- Problem definition tools: problem trees and root-cause analysis.
- Agenda setting and the role of evidence in public debate.
- Policy instruments: regulation, incentives, provision, and information.
- Ethical principles, transparency, and accountability in policy work.
- Case study: framing a national policy challenge.





Day 2: Evidence, Data, and Policy Appraisal

- Types of evidence: quantitative, qualitative, and mixed methods.
- Data sources, quality checks, and common analytical pitfalls.
- Cost-benefit analysis and discounting of future values.
- Cost-effectiveness analysis and social return on investment.
- Multi-criteria decision analysis for competing objectives.
- Sensitivity analysis and uncertainty testing.
- Workshop: appraising three policy options.

Day 3: Stakeholder Engagement and Policy Design

- Stakeholder identification using power-interest grids.
- Consultation methods: surveys, focus groups, and public hearings.
- Communicating evidence to non-technical audiences.
- Designing policy options with clear objectives and success criteria.
- Theory of change and logical framework (logframe) construction.
- Anticipating unintended consequences and equity impacts.
- Exercise: building a stakeholder engagement plan.

Day 4: Implementation, Budgeting, and Risk Management

- Translating policy into actionable implementation plans.
- Budgeting, resource allocation, and delivery timelines.
- Governance structures and accountability mechanisms.
- Risk registers and mitigation strategies for policy delivery.

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- Monitoring frameworks, indicators, baselines, and targets.
- Coordination across agencies and delivery partners.
- Simulation: managing a policy implementation setback.

Day 5: Evaluation, Reporting, and Policy Influence

- Formative, summative, and ex-post evaluation approaches.
- Performance metrics, KPIs, and results-based management.
- Writing clear, concise policy briefs and recommendations.
- Presenting findings to senior decision-makers.
- Policy revision, learning loops, and institutional memory.
- Ethics, transparency, and public trust in evaluation.
- Capstone: presenting a complete policy analysis.

Conclusion

By successfully completing Public Policy Analysis, participants will gain a practical command of the entire policy cycle, from framing problems and appraising options to implementing, monitoring, and evaluating results. They will acquire stronger skills in cost-benefit analysis, stakeholder engagement, and evidence-based writing. Gentex Training Center designs the program to turn analysis into decisions that withstand scrutiny and serve the public interest.

FAQs





Q1 What is the "Public Policy Analysis" course about?

It covers how to study public policy systematically from defining problems, gathering evidence, and comparing options to implementing, monitoring, and evaluating outcomes. The focus is on methods that help you produce credible, actionable policy recommendations.

Q2 What are the key benefits of the "Public Policy Analysis" course?

You gain a repeatable analytical method, sharper appraisal skills, and greater confidence in presenting recommendations. The course improves decision quality, strengthens policy writing, and helps you manage stakeholder and implementation risks more effectively in real public-sector environments.

Q3 What skills will I gain from the "Public Policy Analysis" course?

You will develop four core skills: evidence-based policy analysis, cost-benefit and multi-criteria appraisal, stakeholder engagement and consultation, and implementation planning with monitoring and risk management.

Q4 What tools, methods, or standards are covered in the "Public Policy Analysis" course?

The course covers problem trees, cost-benefit analysis, cost-effectiveness analysis, multi-criteria decision analysis, theory of change, logical frameworks (logframes), power-interest grids, risk registers, and results-based management with KPIs and baselines.



Q5 How is the "Public Policy Analysis" course applied in real-world practice?

Participants apply it to live policy challenges drafting policy briefs, appraising reform options, running consultations, and building monitoring frameworks. The same method supports regulatory reviews, program design, budget justifications, and post-implementation evaluation.