

PUBLIC POLICY MASTERCLASS



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TRAINING CENTER



Introduction

Public Policy Masterclass Training Course brings together the full range of policy skills in one intensive program. Participants move from problem definition and evidence gathering to option appraisal, strategy design, negotiation, and evaluation. The masterclass uses advanced case work, live simulations, and structured debate to sharpen judgement. As a result, learners leave able to lead complex policy files with confidence and defend their recommendations under scrutiny. Furthermore, the program builds the leadership, analytical depth, and coordination ability that senior public sector roles demand.

Public Policy Masterclass Course Objectives

- Lead end-to-end policy analysis from problem framing to evaluation.
- Apply cost-benefit analysis, cost-effectiveness analysis, and multi-criteria decision analysis to complex options.
- Use regulatory impact assessment (RIA) and behavioral insights in policy design.
- Select policy instruments using evidence on regulation, incentives, and service provision.
- Build theory of change models and logical frameworks (logframes) for policy programs.
- Design stakeholder strategies with power-interest grids and coalition mapping.
- Manage strategic and delivery risk using risk registers and scenario planning.
- Set performance metrics, KPIs, baselines, and targets for accountability.
- Draft persuasive policy briefs and present recommendations to senior leaders.
- Apply governance, ethics, and transparency standards across the policy cycle.

Course Methodology

- Advanced case-based sessions on complex policy files.
- Live simulations of cabinet-level decision making and negotiation.
- Structured debate on trade-offs, ethics, and competing evidence.

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- Hands-on practice with RIA, logframes, risk registers, and indicator design.
- Expert facilitation with individual coaching on policy briefs.
- Peer review panels that mirror real approval and scrutiny processes.

Who Should Take This Course

- Senior policy advisors and heads of policy units.
- Directors and executives leading reform and strategy programs.
- Regulatory and governance leaders in public institutions.
- Senior analysts and researchers preparing high-level recommendations.
- Consultants advising governments and international organizations.
- Program directors managing complex, multi-stakeholder policy delivery.

Public Policy Masterclass Course Outlines

Day 1: Advanced Policy Analysis and Problem Framing

- Framing complex, contested policy problems with problem trees and systems mapping.
- Evidence hierarchies: weighing quantitative, qualitative, and experimental data.
- Behavioral economics and nudge theory in policy analysis.
- Identifying assumptions, bias, and uncertainty in policy evidence.
- Theories of the policy process: Multiple Streams and advocacy coalitions.
- Ethics, integrity, and public interest in policy advice.
- Case study: dissecting a contested national policy decision.

Day 2: Appraisal, Instruments, and Economic Analysis

- Cost-benefit analysis with discounting and sensitivity testing.



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- Cost-effectiveness analysis and social return on investment.
- Multi-criteria decision analysis for competing objectives.
- Regulatory impact assessment (RIA) and better regulation principles.
- Comparing instruments: regulation, taxation, subsidies, and provision.
- Distributional and equity analysis of policy options.
- Workshop: appraising high-stakes policy options.

Day 3: Strategy Design and Governance Architecture

- Setting strategic objectives and defining scope with precision.
- Theory of change and logical framework (logframe) design.
- Governance models, accountability, and delivery structures.
- Budgeting, resourcing, and phasing across time horizons.
- Coordination across agencies and levels of government.
- Building monitoring and evaluation frameworks from the outset.
- Exercise: designing a full policy strategy architecture.

Day 4: Negotiation, Influence, and Political Strategy

- Power-interest grids and coalition mapping for policy influence.
- Negotiation techniques for contested and high-visibility policies.
- Communicating evidence to ministers, boards, media, and citizens.
- Managing opposition, scrutiny, and public expectations.
- Strategic risk registers and scenario-based contingency planning.
- Change management and institutional readiness for reform.
- Simulation: securing approval for a politically sensitive policy.





Day 5: Evaluation, Adaptation, and Policy Leadership

- Formative, summative, and ex-post evaluation designs.
- Results-based management, KPIs, and performance reporting.
- Using evaluation evidence to revise and adapt policy.
- Institutional learning, memory, and capability building.
- Leading policy teams and building analytical capacity.
- Ethics, transparency, and sustaining public trust.
- Capstone: presenting a complete policy masterclass project.

Conclusion

By successfully completing Public Policy Masterclass, participants will gain a deep, integrated command of policy analysis, strategy design, and delivery leadership. They will acquire advanced skills in economic appraisal, instrument selection, negotiation, and results-based evaluation. Gentex Training Center designs the program to prepare professionals to lead complex policy work and defend their recommendations with evidence and integrity.

FAQs

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

It is an integrated program covering the whole policy cycle at a demanding level from framing complex problems and appraising options to designing strategy, negotiating approval, and evaluating results. The focus stays on practical judgement in high-stakes policy settings.



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

You gain sharper analytical judgement and a stronger command of evidence, appraisal, and delivery design. The masterclass builds confidence in negotiating contested policy, improves the quality of your briefs, and prepares you to lead policy teams and reform programs.

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

You will develop four core skills: advanced policy analysis and appraisal, policy strategy and governance design, stakeholder negotiation and influence, and evaluation with results-based performance management.

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

The course covers problem trees, systems mapping, cost-benefit analysis, cost-effectiveness analysis, multi-criteria decision analysis, regulatory impact assessment, behavioral insights, theory of change, logical frameworks (logframes), power-interest grids, risk registers, the Multiple Streams Framework, and results-based management with KPIs.

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

Participants apply it to demanding assignments such as leading a policy review, preparing a cabinet-level recommendation, and designing a reform delivery plan. The same methods support regulatory reform, budget negotiations, and post-implementation evaluation.