

PUBLIC SECTOR STRATEGIC MANAGEMENT: DRIVING ORGANIZATIONAL CHANGE



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Introduction

Public Sector Strategic Management: Driving Organizational Change Training Course helps public sector leaders turn strategy into real institutional change. Participants learn to set direction, align resources, and lead reform through people, processes, and culture. The program combines strategic planning tools with practical work on change design and delivery. As a result, learners gain a reliable method for steering transformation under political and budget pressure. Furthermore, the course builds the leadership, coordination, and measurement skills that modern public institutions rely on.

Public Sector Strategic Management: Driving Organizational Change Course Objectives

- Build public sector strategy using SWOT, PESTLE, and stakeholder analysis.
- Translate national visions and mandates into institutional objectives.
- Apply the Balanced Scorecard to align strategy, measures, and initiatives.
- Set strategic KPIs, baselines, and targets for accountability.
- Design organizational change using Kotter's eight steps and the ADKAR model.
- Map processes with value stream analysis and business process reengineering (BPR).
- Assess change readiness with readiness assessments and stakeholder impact analysis.
- Manage strategic risk using risk registers and scenario planning.
- Lead culture change through communication, engagement, and leadership alignment.
- Monitor, evaluate, and adapt strategy using results-based management.

Course Methodology

- Interactive sessions built on real public sector transformation cases.
- Strategy workshops using SWOT, PESTLE, and Balanced Scorecard templates.

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- Group work on change roadmaps, risk registers, and indicator design.
- Hands-on practice with process mapping and BPR tools.
- Simulation exercises on leading change and managing resistance.
- Facilitator coaching and peer review on draft strategy plans.

Who Should Take This Course

- Senior leaders and directors in public sector organizations.
- Strategic planners and performance managers in government bodies.
- Change and transformation program leaders in public institutions.
- Ministry advisors and policy strategy specialists.
- Governance, quality, and organizational development professionals.
- Consultants supporting public sector modernization programs.

Public Sector Strategic Management: Driving Organizational Change Course Outlines

Day 1: Strategic Foundations in the Public Sector

- Strategy concepts and the difference from operational planning.
- Environmental analysis with SWOT and PESTLE.
- Aligning national visions and mandates with institutional strategy.
- Vision, mission, and strategic objective setting.
- Public value, accountability, and governance principles.
- Stakeholder analysis with power-interest grids.
- Case study: assessing a public sector strategic plan.





Day 2: Strategy Formulation and Performance Alignment

- Translating strategy into measurable objectives.
- The Balanced Scorecard for public sector organizations.
- Setting strategic KPIs, baselines, and targets.
- Cascading strategy across departments and units.
- Budgeting and resource alignment for strategy delivery.
- Performance agreements and accountability mechanisms.
- Workshop: building a public sector balanced scorecard.

Day 3: Designing Organizational Change

- Change models: Kotter's eight steps, ADKAR, and Lewin's model.
- Change readiness assessments and stakeholder impact analysis.
- Building change roadmaps with clear phases and milestones.
- Communication strategy for transformation programs.
- Managing resistance, culture, and leadership alignment.
- Change governance structures and delivery roles.
- Exercise: designing a change roadmap for an institution.

Day 4: Process Improvement and Operating Model Design

- Process mapping and value stream analysis.
- Business process reengineering (BPR) for public services.

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- Operating model and organizational structure design.
- Digital government support for transformation.
- Lean and Six Sigma tools in public sector settings.
- Service standards and turnaround time improvement.
- Simulation: redesigning a core institutional process.

Day 5: Risk, Monitoring, and Strategy Sustainability

- Strategic risk registers and scenario planning.
- Monitoring frameworks with indicators, baselines, and targets.
- Results-based management and performance reporting.
- Reviewing strategic outcomes and adapting plans.
- Institutionalizing change and building long-term capability.
- Ethics, transparency, and sustaining public trust.
- Capstone: presenting a full strategic change plan.

Conclusion

By successfully completing Public Sector Strategic Management: Driving Organizational Change, participants will gain a practical, integrated understanding of how to build strategy and lead institutional change in the public sector. They will acquire skills in strategic planning, performance alignment, process improvement, and change leadership. Gentex Training Center designs the program to help leaders deliver transformation that lasts and serves citizens well.

FAQs





Q1 What is the "Public Sector Strategic Management: Driving Organizational Change" course about?

It covers how public institutions set strategy and turn it into real change from environmental analysis and objective setting to change design, process improvement, and performance measurement. The course keeps the focus on strategy that leaders can actually deliver.

Q2 What are the key benefits of the "Public Sector Strategic Management: Driving Organizational Change" course?

You gain a structured way to connect strategy, budgets, and delivery in a public sector setting. The course strengthens change leadership, improves how you measure institutional performance, and helps you manage resistance and risk during transformation.

Q3 What skills will I gain from the "Public Sector Strategic Management: Driving Organizational Change" course?

You will develop four core skills: strategic planning and environmental analysis, performance alignment with balanced scorecards and KPIs, organizational change design and leadership, and process improvement with risk and monitoring.



Q4 What tools, methods, or standards are covered in the "Public Sector Strategic Management: Driving Organizational Change" course?

The course covers SWOT, PESTLE, the Balanced Scorecard, strategic KPIs with baselines and targets, Kotter's eight steps, the ADKAR model, Lewin's change model, change readiness assessments, value stream analysis, business process reengineering (BPR), Lean and Six Sigma, power-interest grids, risk registers, scenario planning, and results-based management.

Q5 How is the "Public Sector Strategic Management: Driving Organizational Change" course applied in real-world practice?

Participants apply it to real assignments such as preparing an institutional strategic plan, designing a change roadmap for a reform, and building a performance scorecard. The same methods support restructuring, service improvement programs, and annual strategy reviews.