

THE STRATEGIC PUBLIC MANAGER



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TRAINING CENTER



Introduction

The Strategic Public Manager Training Course prepares public sector managers to lead with a strategic view of policy, resources, and public value. Participants examine how government direction is set, how priorities are chosen under tight budgets, and how results are measured and reported to the public. The programme connects strategy, public accountability, and leadership practice in one sequence. As a result, learners gain a workable method for managing public services strategically. Furthermore, the course strengthens governance judgement, stakeholder credibility, and the resilience public leadership requires.

The Strategic Public Manager Course Objectives

- Translate government policy and strategy into department-level priorities.
- Analyse the public sector context using PESTLE, SWOT, and scenario planning.
- Set service objectives with the Balanced Scorecard and OKRs.
- Plan budgets and allocate resources against competing public needs.
- Apply cost-benefit analysis and value-for-money appraisal to public decisions.
- Manage performance with KPIs, baselines, targets, and public service standards.
- Manage public sector risk with risk registers and business continuity planning.
- Build influence with citizens, oversight bodies, and political stakeholders using power-interest grids.
- Lead change and service reform with Kotter's eight steps and the ADKAR model.
- Apply ethics, transparency, and accountability standards in public management.

Course Methodology

- Interactive sessions built on public sector strategy cases.
- Workshops on priority setting, budget planning, and performance architecture.

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- Group exercises on stakeholder engagement and service reform design.
- Hands-on practice with the Balanced Scorecard, OKRs, cost-benefit analysis, and KPIs.
- Simulation of a budget reduction, an audit challenge, and a contested reform.
- Facilitator coaching and peer review on personal strategic management plans.

Who Should Take This Course

- Public sector managers, directors, and department heads.
- Programme and policy implementation leads in government.
- Public service planning and performance professionals.
- Budget and finance officers in public bodies.
- Regulatory and service quality managers.
- Consultants advising government on strategy and reform.

The Strategic Public Manager Course Outlines

Day 1: The Strategic Role of the Public Manager

- What strategic management means in a public body.
- Accountability to the public, the institution, and the law.
- Policy goals versus operational delivery.
- Levels of strategy: national, sectoral, and departmental.
- Public value, service standards, and citizen expectations.
- Personal credibility and ethical self-awareness.
- Case discussion: a public strategy that never reached front-line services.

Day 2: Context Analysis and Priority Setting



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- PESTLE, SWOT, and scenario planning for public policy environments.
- Stakeholder expectations: citizens, oversight bodies, and political leadership.
- Setting priorities under fiscal constraint.
- The Eisenhower matrix for public service prioritisation.
- Service objective setting with the Balanced Scorecard and OKRs.
- Aligning departmental plans with national strategy.
- Workshop: analysing a policy context and proposing priorities.

Day 3: Budgeting, Resources, and Value for Money

- Public budgeting cycles and resource allocation.
- Cost-benefit analysis and cost-effectiveness analysis in public decisions.
- Value for money: economy, efficiency, effectiveness, and equity.
- Forecasting, budget monitoring, and variance reporting.
- Procurement basics and contract oversight.
- Managing austerity, reductions, and reallocation.
- Exercise: appraising three public investment options.

Day 4: Performance, Risk, and Accountability

- Performance measurement with KPIs, baselines, and targets.
- Service standards, charters, and citizen satisfaction measures.
- Risk registers and likelihood-impact analysis in public bodies.
- Business continuity planning for essential services.
- Audit, inspection, and answering oversight queries.
- Transparency, records management, and data protection obligations.
- Simulation: a budget reduction and an audit challenge.





Day 5: Stakeholder Leadership and Public Service Reform

- Stakeholder mapping with power-interest grids in the public arena.
- Communicating with citizens, media, and oversight bodies.
- Leading service reform with Kotter's eight steps and the ADKAR model.
- Managing resistance, staff concerns, and reform fatigue.
- Ethics, integrity, and anti-bribery standards in public service.
- Personal strategic development planning.
- Capstone: presenting a strategic public management plan.

Conclusion

By successfully completing The Strategic Public Manager, participants will gain a practical command of policy translation, priority setting, budget planning, performance management, and public service reform. They will acquire skills in resource appraisal, risk and accountability management, stakeholder communication, and leading change in a regulated public environment. Gentex Training Center designs the programme to help public managers deliver strategy with accountability.

FAQs



Q1 What is the "The Strategic Public Manager" course about?

It prepares public sector managers to lead with a strategic view of policy, resources, and public value. The course spans the strategic role of the public manager, context analysis and priority setting, budgeting and value for money, performance, risk and accountability, and stakeholder leadership and service reform.

Q2 What are the key benefits of the "The Strategic Public Manager" course?

You gain a workable method for managing public services strategically. The course improves priority setting under fiscal constraint, strengthens budget and value-for-money judgement, tightens performance and risk reporting, and prepares you to answer oversight bodies credibly.

Q3 What skills will I gain from the "The Strategic Public Manager" course?

You will develop four core skills: policy translation and strategic priority setting, public budgeting and value-for-money appraisal, performance, risk, and accountability management, and stakeholder leadership with public service reform.



Q4 What tools, methods, or standards are covered in the "The Strategic Public Manager" course?

The course covers PESTLE, SWOT, scenario planning, the Eisenhower matrix, the Balanced Scorecard, OKRs, public budgeting cycles, cost-benefit analysis and cost-effectiveness analysis, value-for-money assessment (economy, efficiency, effectiveness, and equity), KPIs with baselines and targets, service standards and charters, risk registers and likelihood-impact analysis, business continuity planning, audit and inspection response practice, transparency and records management with data protection obligations, power-interest grids, ethics and anti-bribery standards, Kotter's eight steps, and the ADKAR model.

Q5 How is the "The Strategic Public Manager" course applied in real-world practice?

Participants apply it to real work such as translating a national policy into a departmental plan, appraising investment options under a tight budget, responding to an audit query, and leading a service reform with staff and citizens affected. The same methods support performance reporting and business continuity planning.