COURSE BROCHURE

# Strategic Planning for Government Entities

An applied course that takes participants through a strategic plan for a government entity, from mandate and stakeholder analysis to objectives, KPIs and initiatives linked to the operational plan and budget.

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| Code | HT-GOV-112 |
| Category | Government & Public Sector |
| Duration | 1 week |
| Level | Intermediate |

## Introduction

Government entities are expected to turn national visions and development plans into results that citizens can feel, with limited resources and shifting priorities. A good strategic plan states what the entity will do, what it will not do, and ties both to the budget.

## Objectives

- Analyze the entity's mandate, its stakeholders and the national directions that shape it
- Diagnose the current situation with PESTLE, SWOT and an institutional capacity review
- Write a vision, a mission and strategic objectives that are specific and measurable
- Build performance indicators that distinguish outputs, outcomes and impact
- Link strategy to initiatives, operational plans and the program budget

## Who should attend

- Managers and officers of strategic planning departments in government entities
- Department managers who contribute to their entity's plans
- Corporate performance measurement and excellence officers
- Budget and financial planning officers in the public sector

## Skills you will develop

- Strategic analysis for public entities
- Objective setting and indicator design
- Initiative prioritization
- Linking plans to budgets

## Learning Outcomes

- Prepare a stakeholder map and a situation analysis for a government entity
- Draw a strategy map linking objectives across balanced scorecard perspectives
- Write a complete indicator card with formula, baseline and target
- Draft a one-year operational plan for a department derived from the strategic objectives

## Course Outline

### Day 1: The Starting Point: Mandate and Context

- Analyzing the mandate, national directions and development plans the entity works within

- Stakeholder and beneficiary analysis and their expectations
- Situation diagnosis with PESTLE, SWOT and an institutional capacity assessment

### Day 2: Setting Strategic Direction

- Vision, mission and values in a government setting
- Strategic themes and objectives and the criteria for writing them well
- The strategy map and balanced scorecard perspectives adapted for the public sector

### Day 3: Results and Indicators

- The results chain: inputs, activities, outputs, outcomes and impact
- The indicator card: formula, baseline, target, data source and measurement frequency
- Target setting and the use of benchmarking

### Day 4: From Strategy to Operations and Budget

- Identifying initiatives and prioritizing them with an impact and cost matrix
- Cascading objectives to sectors, departments and annual operational plans
- Linking the plan to program and performance budgeting and estimating funding needs

### Day 5: Monitoring and Review

- Quarterly performance review meetings and dashboards
- Strategy execution risks, scenario planning and updating the plan when priorities change
- Applied workshop in which each team presents a short strategy document for a fictional government entity

## Training methodology

Team work on a single fictional government entity throughout the course
Templates for the strategy map, indicator card and operational plan
Group critique of objectives and indicators taken from published plans
Final presentation to a panel of peers acting as senior leadership

## Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

## Upcoming dates

| City | Dates | Language | Fee |
|---|---|---|---|
| Istanbul | 26 – 30 April 2027 | AR | EUR 4,800 |
| Dubai | 3 – 7 May 2027 | AR | EUR 4,500 |
| London | 10 – 14 May 2027 | EN | EUR 5,700 |
| Amsterdam | 17 – 21 May 2027 | AR | EUR 5,500 |
| Online | 24 – 28 May 2027 | EN | EUR 1,800 |
| Istanbul | 25 – 29 October 2027 | EN | EUR 4,800 |
| Dubai | 1 – 5 November 2027 | EN | EUR 4,500 |

Fees are per participant.

## Contact us


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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/government-strategic-planning