



Arabian Institute For Training

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# The Strategic Public Manager

## INTRODUCTION

- Managers in the public sector face growing pressures from increasing demands, conflicting priorities, and limited resources. Government ministers and ordinary citizens demand ever higher quality of service delivery, but budgets remain constrained. Public sector managers have to more with the same or fewer resources. At the same time, they face increased scrutiny from parliamentarians, citizens, civil society, and journalists.
- Public managers need to develop a wide range of skills aside from their technical expertise including financial management, developing teams and personal interaction, and communicating with a wide range of stakeholders.
- This training course on The Strategic Public Manager will provide strategies and tools to enhance the skill set of the public sector manager and allow them to take a strategic approach to managing the issues that face today's public administration.

This training course will highlight:

- Ethics and values of public sector management
- Developing core management skills
- Building high performing teams
- Using budgets effectively
- Crisis management
- Effective communications

## OBJECTIVES

By the end of this training course on The Strategic Public Manager, participants will learn:

- Global trends and developments in public sector management
  - How to ensure high ethical standards are maintained
  - How to develop high performing teams
  - Effective strategies and tools for managing budgets and addressing priorities
  - How to manage change
  - How to manage crises
  - Effective communication skills
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## **ORGANISATIONAL IMPACT**

- Enhance the strategic capability of existing managers
- Develop future public sector managers
- Develop the organization's performance culture
- Enhance the organization's ability to manage resources
- Enhance the organization's crisis management capability
- Enhance the organization's communication capability

## **PERSONAL IMPACT**

- Enhance the attendee's capability to adopt a strategic approach to public sector management
- Increase awareness and understanding of global trends in public sector management
- Enhance attendee's ability to maintain the highest ethical standards
- Enhance the attendee's ability to manage resources effectively
- Enhance the attendee's ability to manage crises
- Enhance communication skills

## **WHO SHOULD ATTEND?**

This training course on The Strategic Public Manager is suitable to a wide range of government professionals who are interested in developing their strategic leadership capability:

- Civil Servants
- Regulatory Officials
- Officials from public bodies and committees
- State-owned Company Executives
- Parliamentarians
- Officials from government agencies

## **Course Outline**

### **Introduction to Public Sector Management**

- The Role of the Public Sector Manager
  - Ethics, Values and Standards
  - Human Rights
  - Transparency and Accountability
  - Global Trends and Developments
  - Challenges Facing the Public Sector Today
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## Managing People and Building Teams

- Organizational Culture
- Building High Performing Teams
- Recruitment and Retention
- Performance Management
- Feedback and Appraisal

## Managing Budgets and Conflicting Priorities

- Setting Priorities
- Managing Competing Priorities
- Setting Budgets
- Managing with a Limited Budget
- Optimizing Resources
- Finding Synergies

## Managing Change and Crises

- Anticipating Change
- Using Scenarios
- Planning for a Crisis
- Roles and Responsibilities
- First Response
- Managing the Crisis
- Crisis Communication
- Managing the Aftermath

## Effective Communications

- Marketing Yourself
  - Communication Strategies
  - Internal Communications
  - External Communications: Press, Social Media and More
  - Public Consultation
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