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COURSE BROCHURE

Strategic Public Management and Service Delivery Planning Training Course

21 – 25 June 2027
Casablanca

Strategic Public Management and Service Delivery Planning Training Course

Ref: 3041_115359 **Date:** 21 – 25 June 2027 **Location:** Casablanca **Fees:** 4500 GBP

Strategic Public Management and Service Delivery Planning is a 1-week training course for public sector managers and department heads who must turn policy intent into services citizens can rely on, and who leave with a public service delivery plan for their own unit. Public bodies now face rising citizen expectations, tighter spending envelopes and closer scrutiny of every result. Jupiter Prime Training designed this course around strategic public management as daily practice.

Why Strategic Public Management Matters Now

Three pressures shape strategic public management today: citizens who compare public services with the digital services they use elsewhere, elected leaders who expect visible results within a term of office, and audit and oversight bodies that examine how each allocation was decided. Departments that handle them well earn trust and stable funding; those that do not see mandates drift and complaints rise. The course rests on the idea of public value, on logic chains that link inputs to outcomes, and on structured stakeholder mapping for political and citizen interests.

Who Gains Most from Strategic Public Management

- Managers who translate ministerial or council priorities into departmental objectives and annual work plans
- Department heads who allocate staff and budget across competing service lines
- Service managers who answer for waiting times, coverage and citizen satisfaction
- Planning and policy unit leads who prepare options papers for senior officials
- Managers who brief oversight committees and respond to audit findings

Leadership groups from one directorate gain most when several members attend together, because they can agree a shared delivery logic.

Strategic Public Management Capabilities

Participants practise the judgements a public manager makes between a policy announcement and a working service.

- Define the public value a service creates and the citizens it serves — mandate clarification with senior officials
- Translate a policy commitment into outcomes, outputs and service standards — departmental objective setting
- Map political, citizen and partner interests and plan engagement for each — consultation design
- Weigh resource trade-offs between service lines under public scrutiny — budget submissions
- Build delivery milestones, owners and early warning indicators — accountability to oversight committees
- Communicate delivery progress and setbacks honestly to elected leaders and citizens — public reporting

Key Strategic Public Management Terms

- Public value — The benefit a public service creates for citizens and society, judged by outcomes, fairness and trust rather than revenue.
- Policy intent — The change in conditions or behaviour that a government decision aims to achieve, stated before any delivery choice.
- Logic chain — A linked sequence showing how inputs and activities produce outputs, which lead to outcomes and longer-term impact.
- Authorising environment — The elected leaders, oversight bodies and partners whose support a public manager needs to act.
- Service standard — A published promise about the timeliness, access or quality citizens can expect from a public service.
- Delivery accountability — The duty to show who is responsible for each result, what was spent and why decisions were taken.

Strategic Public Management Day by Day

Day 1: Public Value and the Authorising Environment

- Public Value Statement — Clarifying What Citizens Should Gain From the Service
- Mandate and Legal Remit Review — Setting the Boundaries of Departmental Action
- Authorising Environment Map — Identifying Whose Support Each Decision Requires
- Citizen Needs Profile — Prioritising Groups With Unmet or Unequal Access
- Strategic Context Scan — Anticipating Fiscal, Demographic and Technology Pressures

Day 2: From Policy Intent to Service Design

- Policy Intent Statement — Agreeing the Change a Decision Must Achieve
- Logic Chain Construction — Linking Inputs and Activities to Citizen Outcomes
- Delivery Option Appraisal — Choosing Direct, Partnered or Commissioned Provision
- Service Standard Drafting — Setting Timeliness, Access and Quality Promises
- Outcome Indicator Selection — Measuring Change Citizens Actually Notice

Day 3: Political and Citizen Stakeholders

- Stakeholder Interest and Influence Grid — Sequencing Engagement With Elected Leaders
- Ministerial and Council Briefing Note — Framing Options for Political Decision
- Citizen Consultation Plan — Choosing Methods That Reach Seldom-Heard Groups
- Partner Agreement Terms — Clarifying Shared Responsibilities Across Agencies
- Complaint and Feedback Loop — Turning Citizen Signals Into Service Changes

Day 4: Resources, Trade-Offs and Scrutiny

- Service Line Cost Profile — Comparing Spending With Outcomes Achieved
- Prioritisation Matrix — Deciding Which Services to Protect, Grow or Reduce
- Equity Impact Check — Testing How Choices Affect Different Citizen Groups
- Delivery Risk Register — Escalating Threats to Milestones and Standards
- Oversight Committee Evidence Pack — Defending Allocation Decisions in Public

Day 5: Practising the Public Service Delivery Plan

- Applying the Public Value Statement — Anchoring the Plan in Citizen Outcomes
- Applying the Logic Chain — Linking Milestones to Measurable Results
- Applying the Prioritisation Matrix — Recording Trade-Offs Openly for Leaders
- Delivery Accountability Schedule — Naming Owners, Reviews and Public Reports
- Public Service Delivery Plan — Presenting the Plan for Peer Challenge

Applying Strategic Public Management After the Course

- Lead a session with the directorate to rebuild the logic chain for one priority service and agree two outcome indicators.
- Prepare a briefing note for elected leaders setting out the trade-offs in coming service allocations.

Strategic Public Management Questions FAQ

What is strategic public management and why does it matter now?

Strategic public management is the discipline of turning policy intent into services that create public value. It matters now because budgets are tighter and oversight bodies examine every decision.

Which roles gain most from strategic public management training?

Public sector managers and department heads gain most. They translate political priorities into objectives, allocate budget and answer to oversight committees.

How does strategic public management differ from a general strategic planning course?

Strategic public management focuses on public value, political authorisation and citizen accountability rather than market share or profit. You work with mandates, consultation, equity checks and scrutiny evidence.

What do you bring back from strategic public management training?

You bring back a delivery plan for a real service in your organisation. It links policy intent to outcomes, records trade-offs and names owners and milestones.

Strategic Public Management: The Way Forward

The public service delivery plan gives a department head a single document to take into the next budget round, where its prioritisation and logic chain inform the first allocation decision. Directors, service managers and finance partners use it to agree owners and milestones. After its first review cycle, revisit the citizen outcome indicators to test whether they still capture the change residents notice.