COURSE SYLLABUS

Strategic Planning for Government Organizations Course

Learn to develop, implement, and manage strategic plans that drive measurable results in government organizations.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/strategic-planning-for-government-organizations



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Course Outline

Module 1: Introduction to Strategic Planning

- Understand the history, purpose, and challenges of strategic planning in government.
- Define strategy and distinguish it from operational planning.
- Learn the steps to develop, implement, and manage a strategic plan under GPRA and OMB guidance.
- Examine common pitfalls and best practices in public sector strategy.

Module 2: Preparing for Strategic Planning

- Form a strategic planning team and develop a project plan with milestones.
- Review and refine the organization's mission, vision, and values.
- Conduct internal and external reviews using SWOT and STEEP analyses.
- Identify core organizational strengths, weaknesses, opportunities, and threats.

Module 3: Selecting and Organizing Strategic Goals

- Identify and classify different types of strategic objectives.
- Use the goal/objective hierarchy and balanced/linked strategy map formats.
- Link goals using cause-and-effect logic across organizational perspectives.
- Develop a concise, prioritized set of strategic goals to guide the organization.

Module 4: Developing Strategic Measures

- Understand the purpose and requirements of performance measurement.
- Identify relevant, sensitive, and practical strategic performance measures.
- Write operational definitions for measures to ensure consistent data collection.
- Assign responsibility and create implementation plans for new measures.

Module 5: Communicating for Strategy Implementation

- Develop a communication plan to gain organizational commitment to the strategy.

- Identify audiences, message content, desired responses, and communication methods.
- Use multiple communication channels to maintain focus on strategic goals.
- Prepare supervisors and leaders to explain and advocate for the plan.

Module 6: Aligning Operational Units with the Strategic Plan

- Understand the principles of cascading and linking strategic goals across units.
- Create alignment plans and matrices to ensure operational activities support strategic objectives.
- Develop action plans at the unit level to support higher-level goals.
- Use alignment to foster accountability and performance improvement.

Module 7: Monitoring and Managing Strategic Performance

- Establish regular leadership reviews of performance data.
- Link individual performance plans to strategic objectives for accountability.
- Integrate strategic planning with budgeting processes for resource alignment.
- Use data to adjust strategies and maintain progress toward mission results.