Contracting & Legal · CL444

Public Policy Analysis and Development

Duration	Category	Ref
2 Weeks	**Contracting & Legal**	**CL444**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

Effective public policies are essential for promoting economic growth, social development, institutional effectiveness, and good governance. Policymakers today face increasingly complex challenges that require evidence-based analysis, strategic thinking, stakeholder collaboration, and continuous evaluation.

This comprehensive 10-day training programme provides participants with practical knowledge and internationally recognised approaches to public policy analysis and development. The course explores the complete public policy cycle—from identifying public problems and designing policy alternatives to implementation, monitoring, and evaluation. Participants will develop analytical skills and learn practical tools for assessing policy options, managing stakeholders, conducting impact assessments, and measuring policy outcomes.

Through case studies, interactive discussions, workshops, and practical exercises, participants will gain the competencies required to develop effective, sustainable, and responsive public policies.

Course Objectives

By the end of this course, participants will be able to:

- Understand the principles and foundations of public policy.
- Explain the public policy cycle and its stages.
- Identify and analyse public policy problems using structured analytical frameworks.
- Apply evidence-based approaches to policymaking.
- Conduct stakeholder analysis and engagement strategies.
- Develop and compare policy alternatives.
- Perform policy impact and risk assessments.
- Design effective implementation strategies.
- Monitor and evaluate public policies using performance indicators.
- Prepare policy briefs and recommendations for decision-makers.
- Apply international best practices in policy development and governance.

Target Audience

This programme is designed for:

- Government officials
- Policy analysts
- Public sector managers and directors
- Ministry and municipal representatives
- Legislative and parliamentary staff
- Regulatory authority personnel
- Strategic planning professionals
- Public administration specialists
- Development agency professionals
- International organisation staff
- NGO policy advisors
- Planning Directorate
- Researchers involved in public policy
- Consultants supporting government reforms

Course Outline

Day 1

Introduction to Public Policy

- Fundamentals of public policy
- Characteristics of effective public policies
- Types of public policies
- Public policy versus public administration
- The role of government in policymaking
- Contemporary public policy challenges
- Global trends in public policy

Day 2

Understanding the Public Policy Cycle

- The policy cycle framework
- Agenda setting and policy initiation
- Problem identification techniques
- Policy formulation process
- Policy adoption and decision-making
- Policy implementation
- Policy review and evaluation

Day 3

Public Policy Analysis Tools

- Analytical frameworks for policy analysis
- Root cause analysis
- Cost-benefit analysis
- Cost-effectiveness analysis
- SWOT and PESTLE analysis
- Risk assessment techniques
- Decision-making models

Day 4

Evidence-Based Policymaking

- Importance of evidence in policymaking
- Collecting qualitative and quantitative data
- Using research and statistics
- Data interpretation
- Policy research methodologies
- International benchmarks and best practices
- Ethical use of evidence

Day 5

Stakeholder Engagement and Policy Consultation

- Identifying stakeholders
- Stakeholder mapping
- Public participation techniques
- Communication strategies
- Managing conflicting interests
- Building consensus
- Public consultation methods

Day 6

Policy Design and Development

- Developing policy objectives
- Designing policy alternatives
- Regulatory and non-regulatory approaches
- Legislative considerations
- Policy drafting techniques
- Preparing policy proposals
- Writing effective policy briefs

Day 7

Policy Implementation

- Implementation planning
- Institutional responsibilities
- Resource allocation
- Change management
- Governance structures
- Managing implementation risks
- Interagency coordination

Day 8

Monitoring and Policy Evaluation

- Monitoring frameworks
- Key Performance Indicators (KPIs)
- Outcome and impact measurement

- Evaluation methodologies
- Performance reporting
- Continuous improvement
- Lessons learned

Day 9

Strategic Policy Issues

- Public sector innovation
- Digital government and policymaking
- Sustainable development policies
- Crisis and emergency policymaking
- Economic and social policy integration
- International policy cooperation
- Future policy trends

Day 10

Practical Workshop and Case Studies

- International public policy case studies
- Group policy analysis exercises
- Developing a complete policy proposal
- Policy presentation techniques
- Peer review and feedback
- Action planning for participants
- Course review and final discussion

Ask us for a date for this course

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