Public Sector Management · PM171

The Strategic Public Manager

Kuala Lumpur · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Kuala Lumpur**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**PM171**	**English**

Introduction

Managers in the public sector face increasing demand, competing priorities, and increasing pressure from limited resources. Ministers and the general public are demanding higher-quality services than ever before, but budgets remain constrained. Managers in the public sector must do more with the same or fewer resources. At the same time, parliamentarians, citizens, civil society, and journalists are increasingly scrutinising them.
In addition to technical expertise, public managers must learn financial management, team development, personal interaction, and communication with various stakeholders.
Strategic Public Managers is a strategy and tool for strengthening public sector managers' skills and enabling them to take a strategic approach to address today's government problems.

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

Course Objectives of Strategic Public Manager

By the end of this training course, 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

Course Methodology of Strategic Public Manager

This training seminar will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension, and retention of the information presented. The daily workshops will be highly interactive and participative. This course will be based on interactive exercises, role-play, and case studies drawn from a wide range of countries and situations.

Organisational Impact of Strategic Public Manager

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

Personal Impact of Strategic Public Manager

- 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

Target Audience of Strategic Public Manager

This training course is suitable for 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 Outlines of Strategic Public Manager

DAY 1

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

DAY 2

Managing People and Building Teams

- Organisational Culture

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

DAY 3

Managing Budgets and Conflicting Priorities

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

DAY 4

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

DAY 5

Effective Communications

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

Register or ask about this course online

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14