COURSE SYLLABUS

Essential Tools for Executive Strategic and Policy Planning Course

Government agency leaders at all levels need to constantly define the mission direction, performance goals, and policies to reflect changing needs and expectations of the citizens they serve, as well as align functions and policies to efficiently and effectively achieve those objectives. This course provides several tools and approaches, including SWOT analysis, PESTEL analysis, and logic models, to engage stakeholders, assess the changing external environment for policy planning, and performance alignment.

> Group classes in Live Online and onsite training is available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/essential-tools-for-executive-strategic-and-policy-planning

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Course Outline

Module 1: Strategic Planning and Policy Structure

- Define mission, vision, and values to guide strategic direction
- Set SMART goals and cascade them into measurable performance actions
- Apply Strategic Customer Value Analysis to link stakeholder expectations to strategy

Module 2: Defining Needs and Expectations

- Differentiate between internal/external customers and stakeholders
- Use SWOT analysis to gather broad-based input and insights
- Identify service gaps and strategic opportunities

Module 3: Aligning Policies and Direction with the Changing Environment

- Apply PESTEL analysis to evaluate external forces shaping agency policy
- Explore the impact of political, economic, and technological change on agency success
- Understand the value of proactive leadership in dynamic environments

Module 4: Aligning the Functions

- Develop logic models to connect inputs, activities, and outcomes to agency mission
- Map internal processes and assign performance measures
- Link planning, budgeting, and program accountability using the GPRMA framework

Module 5: Measuring Cost Benefit and Return on Investment

- Use cost-benefit analysis and present value concepts to support funding decisions

- Rank competing initiatives by weighted value criteria and ROI
- Measure mission success through input, output, and outcome indicators