

Strategic Planning for Government Organizations

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

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/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.