MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

Generated: 22-Nov-2026

Course Profile Document

Accounting, Finance and Budgeting

Policy Development and Strategic Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2531	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Magna Skills presents the Policy Development and Strategic Management course, designed for professionals and policymakers seeking to enhance their skills in policy formulation, analysis, and strategic management. This course provides comprehensive training in the principles of policy development, strategic planning, and implementation, equipping participants with the knowledge and tools necessary to effectively navigate the policy landscape and drive organizational success.

Course Outcomes

Upon completion of the course, participants will:

1. **Understand Policy Development Processes:**
   - Gain insights into the stages of policy development, including agenda setting, formulation, adoption, and evaluation.
   - Understand the role of stakeholders, political dynamics, and institutional frameworks in policy processes.
2.

Master Policy Analysis Techniques:

- Learn analytical tools and frameworks for assessing policy alternatives and implications.
- Develop skills in conducting policy research, data analysis, and evidence-based policymaking.

3. **Develop Strategic Planning Skills:**
   - Understand strategic management principles and frameworks for organizational planning.
   - Learn how to develop and implement strategic plans to achieve organizational goals and objectives.
4. **Enhance Leadership and Decision-Making:**
   - Develop leadership skills for effective policy advocacy, negotiation, and decision-making.
   - Learn how to navigate complex policy environments and lead change initiatives.
5. **Implement Policy Monitoring and Evaluation:**
   - Gain skills in monitoring policy implementation and evaluating policy outcomes.
   - Understand the importance of feedback mechanisms and performance indicators in policy evaluation

Course Outline / Curriculum

Module 1: Introduction to Policy Development

- Overview of policy development processes and frameworks
- Role of stakeholders, institutions, and political dynamics in policy formulation

Module 2: Policy Analysis Techniques

- Analytical tools and frameworks for policy analysis
- Conducting policy research and data analysis

Module 3: Strategic Management Principles

- Strategic planning and organizational goal setting
- Developing mission, vision, and values statements

Module 4: Strategic Planning Process

- Environmental scanning and SWOT analysis
- Developing strategic objectives and action plans

Module 5: Leadership in Policy Development

- Leadership skills for effective policy advocacy and negotiation
- Leading change initiatives and managing stakeholders

Module 6: Decision-Making in Policy Development

- Decision-making models and techniques in policy development
- Assessing policy alternatives and making informed decisions

Module 7: Policy Implementation and Change Management

- Implementing strategic plans and policy initiatives
- Change management strategies for overcoming resistance

Module 8: Policy Monitoring and Evaluation

- Monitoring policy implementation progress
- Evaluating policy outcomes and impacts

Module 9: Communication and Stakeholder Engagement - Effective communication strategies for policy advocacy - Stakeholder engagement and consultation processes

Module 10: Case Studies and Best Practices - Analysis of real-world policy development and strategic management case studies - Best practices and lessons learned in policy formulation, implementation, and evaluation

This course is suitable for policymakers, government officials, program managers, policy analysts, and professionals involved in strategic management and decision-making. Through a combination of theoretical knowledge, practical exercises, and case studies, participants will gain the skills and expertise needed to develop effective policies, lead strategic initiatives, and drive organizational success in dynamic policy environments

Target Audience

Potential managers and/or individuals who have not yet been introduced to strategic management and/or those who will be involved in strategic management in the near future. This especially includes lower to middle management levels where a theoretical background would be an entry level for students into this field

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexit

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Policy Development and Strategic Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue /Date	
Estimated Number ofDelegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____