MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Executive Leadership and Management

Strategic Partnerships in Public Sector Training

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

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

Register for this Course **View Online Course Page**

Course Overview

The Strategic Partnerships in Public Sector Training course offered by Magna Skills is designed to equip participants with the skills and strategies needed to effectively market and promote training courses to government agencies, non-governmental organizations (NGOs), and public sector entities. Participants will learn how to identify potential partners, develop strategic alliances, and negotiate mutually beneficial partnerships to expand the reach and impact of training initiatives in the public sector.

Course Outcomes

1. **Understanding Public Sector Training Needs:** Gain insights into the training needs and priorities of government agencies, NGOs, and public sector organizations.
2. **Identifying Potential Partners:** Learn how to identify and assess potential partners in the public sector, including government departments, agencies, and international organizations.
3. **Developing Strategic Alliances:** Explore strategies for building strategic alliances and partnerships with public sector entities to support training initiatives and capacity-building efforts.
4.

Negotiating Partnership Agreements: Develop negotiation skills to effectively communicate the value proposition of training courses and secure partnership agreements with public sector partners.

5. **Promoting Training Initiatives:** Learn marketing and promotional techniques to effectively promote training courses to government agencies, NGOs, and public sector organizations.

Course Outline / Curriculum

Module 1: Introduction to Public Sector Training

- Understanding the importance of training in the public sector
- Identifying training needs and priorities in government agencies and NGOs

Module 2: Partner Identification and Assessment

- Identifying potential partners in the public sector
- Assessing partner compatibility and alignment with training objectives

Module 3: Building Strategic Alliances

- Developing strategies for building strategic partnerships
- Leveraging existing networks and relationships to expand outreach

Module 4: Negotiating Partnership Agreements

- Understanding the negotiation process in partnership agreements
- Negotiating terms and conditions for mutually beneficial partnerships

Module 5: Marketing and Promotion Strategies

- Developing marketing and promotional strategies for public sector training courses
- Leveraging digital marketing tools and platforms for outreach

Module 6: Tailoring Training Solutions to Public Sector Needs

- Customizing training courses to meet the specific needs of government agencies and NGOs
- Aligning training objectives with public sector priorities and initiatives

Module 7: Monitoring and Evaluation of Partnerships

- Establishing key performance indicators (KPIs) for partnership success
- Monitoring and evaluating the effectiveness of partnerships in achieving training objectives

Module 8: Sustainability and Long-Term Engagement

- Developing strategies for sustaining partnerships over the long term
- Engaging public sector partners in ongoing capacity-building efforts

Module 9: Case Studies and Best Practices

- Analyzing successful partnership models in public sector training
- Learning from real-world case studies and best practices

Module 10: Action Planning and Implementation

- Developing an action plan for implementing partnership strategies
- Setting goals, timelines, and milestones for partnership engagement

The Strategic Partnerships in Public Sector Training course empowers participants with the skills and strategies needed to effectively market and promote training courses to government agencies, NGOs, and public sector organizations. Through a combination of theoretical learning, case studies, practical exercises, and interactive discussions, participants will gain the confidence and competence to build successful partnerships and expand the reach of training initiatives in the public sector.

Target Audience

This short course is aimed at internal auditors, with or without formal qualifications or experience in auditing, who work in an internal audit environment

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
- Nairobi,
- 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
- Flex

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	Strategic Partnerships in Public Sector Training
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____