

Strategic Partnerships in Public Sector Training Course Details

Department: Executive Leadership and Management

Presented by Magna Skills Development Institute

Date Created: 09-May-2025

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CORPORATE TRAINING
Agency

OUR SERVICES :

- Search Engine Optimization
- Analytics and Data Analysis
- Pay-Per-Click Advertising
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Course Summary

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 Objectives

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

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.



Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions

- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

| Approval & Authorization | |
|--------------------------|---|
| Applicant Details | Course Details |
| First Name: | Course Name: |
| Last Name: | Training Venue: |
| Mobile: | Month: |
| Email: | Training Method: Online[____] Face to Face [____] |
| Company Name: | Duration: |
| Country: | Number of Staff Members: |

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.