
Public Sector Strategy and Reform

26 – 30 April 2027

Dubai - Marriott Hotel Al Jaddaf, Dubai





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Ref: 1112_1399 **Date:** 26 – 30 April 2027 **Location:** Dubai - Marriott Hotel Al Jaddaf, Dubai **Fees:** 4000 GBP

Public Sector Strategy and Reform is a 1-week senior public-sector strategy course delivered by Mars Training Centre UK in London, Dubai, Doha, Cairo and Nairobi — designed for senior officials, agency heads and reform leaders working in government and the wider public sector.

Public-sector strategy is not private-sector strategy in slower clothes. The constraints are different — multiple ministers, multi-year political cycles, statutory obligations, citizen expectation, transparency requirements, and outcomes that resist easy measurement. The strategic question is also different: not how to beat a competitor, but how to deliver public value within political reality. This programme is built for senior officials and reform leaders who want a serious strategic toolkit calibrated for the work they actually do.

Across five focused days, you will work through public-value theory, strategy frameworks adapted for government, programme and portfolio management, performance and accountability, the discipline of public-sector reform, and the leadership and stakeholder work that determines whether reform sticks. Cases are drawn from British, European, Gulf and African government practice. The programme is delivered by senior practitioners with public-sector and reform experience.

What You Will Learn

- Apply public-value theory to strategic choices in your institution.
- Adapt mainstream strategy frameworks to a public-sector context.
- Design a strategic plan that survives political cycles and changes of leadership.
- Build a portfolio of reform initiatives with realistic sequencing.
- Set public-sector KPIs and outcome measures that are credible and used.
- Lead reform programmes that change the way public services are delivered.
- Manage the political-administrative interface with care and integrity.
- Build coalitions across ministries, agencies and external stakeholders.
- Communicate strategy to ministers, parliaments, citizens and the workforce.

How You Will Benefit

You will leave with a working strategy or reform plan for an area of your institution and a Mars Certificate of Completion.

Your institution will gain a senior official able to hold strategic conversations with intellectual discipline, lead reform programmes that survive political change, and improve the credibility of public-sector strategy in the eyes of citizens, ministers and partners.



Who This Programme Is For

This programme is designed for senior public-sector leaders, including:

- Permanent secretaries, directors general and equivalent senior officials
- Chief executives of agencies and public bodies
- Heads of strategy, policy and reform units
- Senior advisers to ministers and senior political offices
- Senior officers in central banks, regulators and supervisory authorities
- Heads of programme management offices in central and local government
- Senior officials in international and multilateral institutions

The seniority floor is senior official or director equivalent and above. The course is delivered in person over five consecutive days and carries a fee of £4,950.