

Public Policy Analysis for Social Change Training Course

Professional Development Training Course Outline

Category	Political Science and International Relations	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Public Policy Analysis for Social Change Training Course is designed to equip participants with the essential frameworks and practical skills needed to critically analyze, design, and implement effective policies that address pressing societal challenges. In a world where **data-driven decision-making** and **evidence-based policymaking** are paramount, this program provides a comprehensive understanding of the policy lifecycle from problem identification and agenda setting to evaluation and reform. Participants will learn to navigate the complex dynamics of politics, economics, and social justice to become impactful agents of change within government, non-profit, and international organizations.

The curriculum focuses on developing a **holistic policy toolkit**, combining theoretical knowledge with practical application through real-world case studies. We will explore key concepts such as **stakeholder engagement**, **policy impact assessment**, and **monitoring and evaluation (M&E)** to ensure that policies not only respond to community needs but also achieve measurable, sustainable results. By mastering these skills, you will be empowered to influence policy discourse, advocate for marginalized communities, and contribute to building more equitable and resilient societies. This course is your pathway to a career in **social policy**, **advocacy**, and **public sector leadership**.

Programme Curriculum

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Course Duration

5 days

Course Objectives

1. Master a holistic policy toolkit for evidence-based policymaking and data-driven decision-making.
2. Conduct robust stakeholder analysis to understand and manage diverse interests in the policy process.
3. Evaluate policy impact using quantitative and qualitative methods, including cost-benefit analysis and social return on investment (SROI).
4. Design effective monitoring and evaluation (M&E) frameworks for public and social programs.
5. Develop strategic communication skills to advocate for policy reform and influence public discourse.
6. Analyze complex policy issues through a systems thinking and critical policy lens.
7. Identify and address market failures and institutional barriers in policy formulation.
8. Understand the ethical considerations and equity impacts of policy choices on vulnerable populations.
9. Utilize cutting-edge policy innovations such as behavioral economics and nudge theory.
10. Formulate compelling policy briefs and recommendations for high-level decision-makers.
11. Assess the political feasibility and governance challenges of policy implementation.
12. Build collaborative networks with civil society organizations (CSOs), NGOs, and international bodies.
13. Drive sustainable development and social justice through informed and strategic policy interventions.

Organizational Benefits

- Enhancing their team's capacity to design and implement **high-impact, evidence-based programs**.
- Strengthening their ability to conduct **rigorous policy analysis** and make informed decisions.
- Improving **stakeholder engagement** and building stronger relationships with key partners.
- Boosting the organization's credibility and influence in **policy advocacy** and reform.
- Ensuring programs are aligned with national and international **sustainable development goals (SDGs)**.
- Optimizing resource allocation through effective **cost-benefit analysis** and program evaluation.
- Cultivating a culture of **data-driven innovation** and continuous improvement.

Target Audience

1. Public Sector Professionals.
2. Non-Profit and NGO Staff.
3. Researchers and Academics.
4. Advocates and Activists.
5. Community Leaders.

6. International Development Practitioners.
7. Corporate Social Responsibility (CSR) Managers.
8. Graduate Students.

Course Outline

Module 1: Foundations of Public Policy Analysis

- Defining the Policy Problem: From identifying a social issue to framing it as a solvable policy problem.
- The Policy Cycle Model: A deep dive into the stages of policymaking.
- Policy Analysis Frameworks: Introduction to key analytical models (rational choice, institutionalism, advocacy coalition framework).
- Role of Evidence: Understanding the importance of **data** and **research** in policymaking.
- **Case Study**: Analyzing a failed public health campaign to understand the pitfalls of poor problem definition.

Module 2: Stakeholder Analysis and Political Mapping

- Identifying Stakeholders: Who are the key players and what are their interests?
- Power and Influence Analysis: Mapping the political landscape and power dynamics.
- Building Coalitions: Strategies for collaborative policy design and implementation.
- Ethical Considerations: Navigating conflicts of interest and power imbalances.
- **Case Study**: Examining the successful multi-stakeholder approach to a major environmental policy reform.

Module 3: Policy Design and Formulation

- Developing Policy Options: Brainstorming and structuring alternative solutions.
- Policy Instruments: An overview of tools like regulation, subsidies, and public programs.
- Behavioral Insights: Applying nudge theory and behavioral economics to policy design.
- Cost-Benefit and Cost-Effectiveness Analysis: Quantifying the impacts of policy options.
- **Case Study**: Designing a policy to reduce food waste, comparing a behavioral nudge strategy with a regulatory approach.

Module 4: Policy Implementation & Governance

- From Policy to Practice: Understanding the challenges of policy implementation.
- Role of Bureaucracy: The influence of street-level bureaucrats and institutional culture.
- Managing Policy Change: Strategies for overcoming resistance and building buy-in.
- Public-Private Partnerships: Leveraging multi-sectoral collaboration for policy goals.
- **Case Study**: A deep dive into the implementation of a national education reform policy and the factors behind its mixed success.

Module 5: Monitoring and Evaluation (M&E)

- Designing M&E Frameworks: Setting clear goals, outputs, outcomes, and impact indicators.
- Types of Evaluation: Formative, summative, process, and impact evaluation.
- Quantitative and Qualitative Methods: Surveys, interviews, focus groups, and statistical analysis.
- Data Collection and Reporting: Best practices for gathering and presenting credible evidence.
- **Case Study**: Evaluating the impact of a microfinance program on women's empowerment using mixed-methods research.

Module 6: Policy Advocacy and Communication

- Crafting a Policy Brief: Writing for influence and impact.
- Strategic Communication: Messaging, framing, and media engagement.
- Lobbying and Grassroots Advocacy: Influencing decision-makers and mobilizing public support.
- Using Social Media: Leveraging digital platforms for policy campaigns.
- **Case Study:** A successful advocacy campaign for a climate change policy, highlighting key communication strategies.

Module 7: Ethics, Equity, and Social Justice

- Ethical Frameworks: Navigating moral dilemmas in policy analysis.
- Equity Impact Assessment: Analyzing who benefits and who is harmed by a policy.
- Addressing Systemic Inequality: Designing policies that promote social inclusion and redress historical injustices.
- Human Rights-Based Approach: Ensuring policies align with international human rights standards.
- **Case Study:** An analysis of the social and ethical implications of an urban renewal policy that led to gentrification and displacement.

Module 8: The Future of Public Policy

- Technology and Policy: The impact of AI, big data, and smart cities.
- Global Policy Challenges: Addressing climate change, migration, and pandemics.
- Policy Innovation and Experimentation: The use of policy labs and sandbox approaches.
- Future of Governance: Decentralization, citizen participation, and digital democracy.
- **Case Study:** Examining how cities are using technology and data to create more equitable and sustainable urban policies.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.com or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- a.** The participant must be conversant with English.
- b.** Upon completion of training the participant will be issued with an Authorized Training Certificate
- c.** Course duration is flexible and the contents can be modified to fit any number of days.
- d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- e.** One-year post-training support Consultation and Coaching provided after the course.
- f.** Payment should be done at least a week before commence of the training, to FINESKILL TRAINING CENTER account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Physical	\$1,500
05 Oct 2026	09 Oct 2026	Physical	\$1,500
12 Oct 2026	16 Oct 2026	Physical	\$1,500
19 Oct 2026	23 Oct 2026	Physical	\$1,500
26 Oct 2026	30 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

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