

Public Value Measurement & Public Impact Training Course

Professional Development Training Course Outline

Category	Public Sector Innovation	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Understanding and measuring public value is critical for government agencies, non-profits, and organizations delivering social programs. Public value measurement allows institutions to quantify the benefits, outcomes, and societal impact of their policies, programs, and interventions, ensuring transparency, accountability, and evidence-based decision-making. Public Value Measurement & Public Impact Training Course equips participants with practical frameworks, analytical techniques, and tools to systematically assess public outcomes, generate actionable insights, and communicate impact effectively to stakeholders. Emphasis is placed on integrating performance metrics, stakeholder engagement, and innovative measurement approaches to enhance public sector efficiency and trust.

Participants will explore key concepts such as social return on investment, outcome mapping, citizen-centered evaluation, and performance dashboards. The course provides hands-on experience in designing indicators, collecting and analyzing data, and producing reports that capture public value. Through real-world case studies and interactive exercises, learners will gain skills to implement effective measurement systems, optimize resource allocation, and ensure their programs deliver meaningful, sustainable impact for communities and society at large.

Programme Curriculum

Public Value Measurement & Public Impact Training Course

Introduction

Understanding and measuring public value is critical for government agencies, non-profits, and organizations delivering social programs. Public value measurement allows institutions to quantify the benefits, outcomes, and societal impact of their policies, programs, and interventions, ensuring transparency, accountability, and

evidence-based decision-making. Public Value Measurement & Public Impact Training Course equips participants with practical frameworks, analytical techniques, and tools to systematically assess public outcomes, generate actionable insights, and communicate impact effectively to stakeholders. Emphasis is placed on integrating performance metrics, stakeholder engagement, and innovative measurement approaches to enhance public sector efficiency and trust.

Participants will explore key concepts such as social return on investment, outcome mapping, citizen-centered evaluation, and performance dashboards. The course provides hands-on experience in designing indicators, collecting and analyzing data, and producing reports that capture public value. Through real-world case studies and interactive exercises, learners will gain skills to implement effective measurement systems, optimize resource allocation, and ensure their programs deliver meaningful, sustainable impact for communities and society at large.

Course Objectives

1. Understand the principles of public value and its relevance to social programs.
2. Apply frameworks for measuring public outcomes and societal impact.
3. Develop key performance indicators (KPIs) aligned with organizational goals.
4. Utilize outcome mapping and theory of change to track program effectiveness.
5. Design tools for data collection, monitoring, and evaluation.
6. Apply social return on investment (SROI) analysis for public initiatives.
7. Integrate stakeholder perspectives in public value assessments.
8. Conduct data-driven impact analysis for policy and program decision-making.
9. Communicate findings effectively to internal and external stakeholders.
10. Identify gaps and opportunities to enhance program delivery and outcomes.
11. Ensure ethical, transparent, and inclusive public impact measurement.
12. Implement continuous improvement strategies based on evaluation results.
13. Build institutional capacity for sustainable public value creation.

Organizational Benefits

- Enhanced transparency and accountability in public programs
- Improved policy and program decision-making
- Evidence-based allocation of resources for maximum impact
- Strengthened stakeholder trust and engagement
- Better alignment of operations with strategic objectives
- Enhanced performance reporting for boards and government authorities
- Increased ability to demonstrate social and economic outcomes
- Optimized design and delivery of public initiatives
- Improved monitoring, evaluation, and learning culture
- Competitive advantage through recognized public value achievements

Target Audiences

- Public sector managers and policy officers
- Program and project evaluation specialists

- Non-profit leaders and social impact officers
- Performance and monitoring professionals
- Government auditors and accountability officers
- Strategy and planning teams
- Consultants in public sector performance and evaluation
- Academic researchers in public administration and impact measurement

Course Duration: 5 days

Course Modules

Module 1: Introduction to Public Value

- Concept of public value and societal impact
- Differences between outputs, outcomes, and impact
- Role of public value in governance and accountability
- Global trends in measuring public sector performance
- Principles for stakeholder-centered public initiatives
- Case Study: Public value creation in a city-wide education program

Module 2: Frameworks for Public Value Measurement

- Overview of public value measurement frameworks
- Outcome mapping and logic models
- Balanced scorecards for public sector programs
- Social return on investment (SROI) frameworks
- Linking organizational strategy to measurable impact
- Case Study: Applying SROI in a community health initiative

Module 3: Developing Key Performance Indicators (KPIs)

- Identifying relevant KPIs aligned with program objectives
- Quantitative vs. qualitative indicators
- Setting benchmarks and targets for impact measurement
- Designing indicators that capture value for citizens
- Monitoring and reporting KPI results effectively
- Case Study: KPI design for a municipal service delivery project

Module 4: Data Collection Methods for Public Impact

- Qualitative and quantitative data collection techniques
- Surveys, interviews, focus groups, and observational tools
- Sampling methods and data quality assurance

- Integrating citizen feedback into measurement processes
- Tools for managing and storing collected data
- Case Study: Data collection for a rural water access project

Module 5: Analysis and Interpretation of Public Impact

- Statistical analysis for public program evaluation
- Measuring change, trends, and social outcomes
- Integrating qualitative and quantitative findings
- Identifying key insights for decision-making
- Communicating results to diverse stakeholders
- Case Study: Evaluating public health outcomes in a vaccination program

Module 6: Reporting and Communicating Public Value

- Developing dashboards, scorecards, and visual reports
- Tailoring communications for different audiences
- Reporting successes, gaps, and recommendations
- Storytelling techniques for public value communication
- Promoting transparency and accountability through reports
- Case Study: Public communication of city safety improvement outcomes

Module 7: Integrating Stakeholder Perspectives

- Engaging citizens, NGOs, and government stakeholders
- Participatory evaluation approaches
- Incorporating feedback into program improvement
- Managing conflicting stakeholder interests
- Collaborative frameworks for public value co-creation
- Case Study: Stakeholder engagement in a social protection program

Module 8: Continuous Improvement and Institutionalization

- Using evaluation results to refine programs and policies
- Building learning systems in public organizations
- Scaling successful interventions for broader impact
- Institutionalizing public value measurement practices
- Ethical considerations and inclusive approaches in measurement
- Case Study: Scaling a community development program based on impact evaluation

Training Methodology

- Instructor-led presentations with conceptual frameworks
- Interactive group exercises and discussions
- Hands-on workshops for KPI design and data collection
- Case study analysis of successful public impact programs
- Data interpretation and visualization exercises
- Action plan development for institutional adoption

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

- The participant must be conversant with English.
- Upon completion of training the participant will be issued with an Authorized Training Certificate
- Course duration is flexible and the contents can be modified to fit any number of days.
- The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- One-year post-training support Consultation and Coaching provided after the course.
- Payment should be done at least a week before commencement 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

Start Date	End Date	Location	Price
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:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com