



Strategy Execution for Public Leadership

Syllabus

In Strategy Execution for Public Leadership, former Pentagon Chief of Staff and Assistant Secretary of Defense for Homeland Defense and Global Security Eric Rosenbach will lead you through real-life public sector challenges to illustrate how purposefully developed public strategies lead to long-term adoption and success.

| | Modules | Case Studies | Takeaways | Key Exercises |
|----------|---|--|---|---|
| Module 1 | Introduction to Strategy Execution | - | <ul style="list-style-type: none">• Understand why strategy execution is important in the public sector• Overview of the course | - |
| Module 2 | Effective Strategy Formulation | <ul style="list-style-type: none">• Women in the US Military | <ul style="list-style-type: none">• Formulate an effective strategy to tackle any problem or opportunity and achieve your intended goals | <ul style="list-style-type: none">• Define strategy• Formulate strategy using guiding questions• Identify stakeholders using environmental scan tools like SWOT and PESTEL |
| Module 3 | Project Planning and Operationalization | <ul style="list-style-type: none">• German Refugee Crisis | <ul style="list-style-type: none">• Plan and manage your initiative's operations to increase performance and productivity | <ul style="list-style-type: none">• Identify components of strategy (Why, How, What)• Break down strategic goals into concrete objectives• Generate an activity list using a Work Breakdown Structure (WBS)• Determine metrics for measurement |
| Module 4 | Financial Management and Technology | <ul style="list-style-type: none">• Healthcare.gov | <ul style="list-style-type: none">• Assess and use financial and technological tools to responsibly manage resources and maintain public trust | <ul style="list-style-type: none">• Generate cost estimates• Calculate burn rates• Compare waterfall and agile methodologies• Reflect on common challenges for tools and talent |

| Modules | Case Studies | Takeaways | Key Exercises |
|----------|-----------------------------------|--|---|
| Module 5 | Leadership and Team Building | <ul style="list-style-type: none"> Equitable Transportation for Houston | <ul style="list-style-type: none"> Strengthen your leadership skills by understanding the styles and traits of an effective leader Analyze the role of formal and informal authority Identify leadership styles and reflect on your own Apply skills for developing public sector teams |
| Module 6 | Strategic Communications | <ul style="list-style-type: none"> Women in the US Military | <ul style="list-style-type: none"> Communicate your ideas purposefully and persuasively to garner necessary support and commitment Identify communication strategies that align with your audience and purpose Compare the uses and roles of different communication channels |
| Module 7 | Risk Management | <ul style="list-style-type: none"> Ebola Epidemic in Liberia | <ul style="list-style-type: none"> Assess risks and craft ways to mitigate them so that they do not derail your efforts Identify risks and determine their type Assess risks using an Impact-Probability Matrix Match mitigation strategies to risks to create a contingency plan |
| Module 8 | Project Completion and Evaluation | - | <ul style="list-style-type: none"> Evaluate your initiative to understand your level of impact and how to improve in the future Describe the MEAL process Identify key aspects of the Logical Framework planning tool Compare the Logical Framework planning tool to a Performance Management Plan |

Learning requirements: In order to earn a Certificate of Completion from Harvard Online, participants must thoughtfully complete all 8 modules, including satisfactory completion of the associated quizzes, by stated deadlines.