



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

December 4 - 8, 2017
June 11 - 15, 2018

The Strategic Public Manager

A 5-day certificate for public managers who want to improve their ability to manage up, down and across government for maximum strategic impact.

Our Participants Say it Best:

"The time spent this week with the management of this program has renewed my vision of working toward a common goal throughout the organization."

K. Walker, Senior Engineering Technologist,
Town of Bradford West Gwillimbury

"The course material and content was very relatable to my everyday responsibilities. It reinforced the value of being strategic in managing outcomes as part of the bigger picture."

D. Klotz, Director,
Office of the Workers' Advocate

"Truly a world class experience providing context for public service issues and themes."

M. Rodd, Chief of Police,
Peterborough Lakefield Community Police Service

SEEC Moments of Insight include:

The difference between – and the processes involved in – thinking strategically and acting strategically.

Evoking, implementing and leveraging the mindset of engagement for a culture of maximum effectiveness.

"Self-leadership" values and techniques for enacting and communicating them at all levels of the organization.



Register Online & More Information

seec.online/11583



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The Strategic Public Manager

Manage your organization and people for best results.

Government and public sector organizations today require strategic managers who can effectively lead programs that cost less, deliver better service, and add public value for their clients and society. This leadership certificate will provide you with foundational knowledge and new insights in **five areas of strategic advantage in public management** – preparing you for the next level and more responsible portfolios.

Adapt to the changing needs of public sector in challenging times

The program will focus on key strategic issues such as:

- Team and organizational fit with, and response to, global, national, provincial, and local context
- Influencing strategic change in public service
- Techniques and approaches to good governance in the public sector
- Workable strategies for improving public service design and delivery
- Leadership roles and relationships to leverage capacity and change
- Legacy relationships with your organization as you continue to advance

Who Should Attend

The program is designed start-to-finish in our convenient 5-day certificate format for busy leaders and managers who oversee public sector programs and services – and want to accelerate their complete set of strategic leadership competencies.

The state-of-the-art course design is ideal for federal, provincial and municipal managers – and those from the broader public sector – and will allow them to improve organizational performance, engage staff and advance new innovations in the workplace.



What You Will Learn

1. What works well in public sector reform
2. How strategic managers champion innovation and get results
3. How the complex challenges of public management reflect Canada's diversity
4. Managing change – why 'where you stand depends upon where you sit'
5. What good governance means to delivering citizen-centred service
6. How to cultivate political acuity and business acumen
7. How to engage employees through teamwork initiatives
8. Leadership techniques – How authentic leaders 'walk the talk' and 'walk the walk', everywhere they go
9. How to create a strategic leadership action plan
10. Stewardship and ethical governance to add to your leadership edge

Key Learning Framework

You will develop your ability to resolve current management challenges and to achieve the outcomes expected using a dynamic planning approach:

Context: Understand the needs of government in times of austerity

Issues: Strengthen your grasp of the practical issues at stake

Strategies: Learn how to formulate and apply workable strategies

Results: Enhance your ability to assess evidence and ideas

Leadership: Develop strategies for leadership influence in times of change

Master the five areas of strategic advantage to manage rapid change and complex issues.

Program Overview – Acquire Five Strategic Advantages

1. Strategic Thinking and Planning: Managing Forward

A strategic public manager thinks strategically. The product of that strategic thinking is an innovative strategy and realistic implementation that moves the organization toward the desired vision.

- Understand how research and tapping into the creativity of your team and stakeholders helps to identify innovative solutions to delivering value
- Learn the fundamentals of sound strategic planning
- Create practical business plans by which strategy is realized

2. Good Governance and Horizontal Management: Managing Within and Across

Learn whole-of-government approaches that align the principles of good governance when services and issues transcend departmental and jurisdictional boundaries.

- Paths to good governance – what works well, where and why
- Understand the problems of collaboration, the rationale for sharing governance and when horizontal management is the right way forward
- Modelling good governance to the world – Pan-Am Games case study

3. Political-Administrative Interface: Managing Up

Cultivate political acuity using techniques that will help meet the needs and expectations of elected officials and their political staff as well as top level public sector executives.

- Identify the key players and processes in government
- Recognize the formal and informal power relationships, and the role of influence in getting things done
- Apply strategies and techniques for improving political acumen

4. Employee Engagement: Managing Down

Foster teamwork to implement strategies that lead to sustainable change and results.

- Understand the fundamental processes of how and why people change
- Bring about durable change in organizational culture
- Strategies and tactics to implement organizational transformation

5. Leadership Legacy: Managing Self

Plan your personal and professional leadership development for effective performance, resiliency, and impact.

- Leave a leadership legacy: identifying your current competency strengths and areas for development
- Explore ways to communicate your leadership ethically
- Create an strategic plan of action for proactive leadership

Instructor Profile

Megan Mitchell

Program Director, Centre of Excellence in Innovation Management, author and founding partner of Mitchell Consulting, Megan is one of Canada's top innovation and strategic planning practitioners with over 20 years experience.

Patrice Dutil

Patrice is a professor of Politics and Public Administration at Ryerson University. His main research interests are political and public sector leadership, the process of political development, and the study of elections.

Peter Constantinou

Peter is one of Canada's leading practitioner-academics in the area of public policy and administration. He has worked as a senior civil servant, chief of staff to a cabinet minister, lobbyist and international consultant.

Mark Norman

Mark is a professional leadership consultant, coach and trainer with over 25 years of experience helping organizations create collaborative and engaging cultures. He has led major organizational change initiatives for clients in the public, health care, academic and manufacturing sectors.

Gail Levitt

Gail Levitt is the President of Levitt Communications Inc., a global organization specializing in influential leadership in the public and private sectors. Her expertise covers: influencing upwards; negotiations for solutions; team collaboration strategies; and critical thinking and problem solving.

For additional program information and participant testimonials please visit us online at:



seec.online/11583

Program Features

- Practical group exercises to reinforce strategies and develop competencies
- Peer-to-peer learning exchange to share experiences and establish networks
- Mentoring and coaching by faculty on your leadership development
- Personalized action plan on current management challenges you are facing
- Follow-up planning to review your progress



Learning shouldn't stop at the end of your formal education in high school, college, or university.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

All SEEC Programs Feature:

Just-in-Time Learning for Immediate Application

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

Advanced Curriculum Structure

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

Outstanding Faculty

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

Risk Free Learning

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



A Lasting Memento

Participants receive a handsomely framed Certificate of Course Completion.



Upcoming Sessions & Locations

December 4 - 8, 2017

Schulich Executive Learning Centre
York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

June 11 - 15, 2018

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York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

Programs run 9:00 a.m. - 4:30 p.m. each day.

Program Tuition & Registration Details

Program Tuition: \$3,995 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

Optional Accommodation

To enhance your learning experience, participants receive a special corporate rate at the The Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and the Fairmont Royal York Hotel (for programs held at The Nadal Management Centre). For details please visit the **Contact and Locations** section of our website.

Contact Us

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at exceedinfo@schulich.yorku.ca.