Enhancing Public Value through Policy Development

5 - 6 November 2019
Enhancing Public Value through Policy Development

Managers and leaders in the public sector are frequently confronted with decisions over whether to initiate new policies and programmes and to continue, modify, or terminate existing ones. Often, they are expected make decisions or make recommendations without the benefit of complete information or the certainty of success. They also operate in environments that are changing (sometimes rapidly), unpredictable, complex and ambiguous.

At the same time, public managers are often confronted with diverse stakeholders who have competing demands. No longer is it enough to address rising societal demands; governments must also deal with, and negotiate between, conflicting demands. They are also expected to innovate and to satisfy multiple stakeholders. Confronted with these demands, it is not surprising that public managers are sometimes overwhelmed or paralysed.

This three-day programme, taught by experienced international faculty and senior Hong Kong practitioners, aims to equip public sector managers and its future leaders with the formal knowledge and practical skills in policy development that are critical for enhancing public value. The programme will provide participants with an in-depth appreciation of public value and equip them with the essential frameworks in carrying out various tasks in policy development. This includes strategic framing of policy problems, devising policy options, implementing the chosen options, communicating them effectively, and evaluating policy impacts. The course will also introduce participants to behavioural considerations in policy design and communications, as well as psychological principles in overcoming political and operational constraints.

Objectives

- Understand what public value is and how it is produced
- Understand the key roles of public managers in policy development and public value creation
- Appreciate the importance of political, administrative and analytical capabilities in shaping policy development
- Appreciate how the operating landscape for public managers is changing and the new capabilities that are required of them
- Learn diverse approach to analysing, developing, implementing, monitoring, evaluating and communicating public policies

Who Should Attend

The programme is suitable for public sector managers with responsibilities for developing, implementing, communicating and/or evaluating public policy. Managers who are involved in planning, policy analysis, project management, policy communications, and monitoring/
evaluation will also find this course especially useful and relevant. This programme is also highly suitable for professionals/executives from private sector and non-profit organisations who have to engage or work with government entities. They too would benefit from a better understanding of public value, how change in public organisations occur, the policy process, behavioural and psychological insights in government, and stakeholder engagement.

**Featured Curriculum**

- Taking a Strategic Approach to Public Policy
- Leading Change in Public Organisations
- What is Public Value?
- Strategic Management of Policy Challenges
- Leading in Complexity: Examples from Housing and Transport Policy
- Developing and Assessing Policy Options
- Thinking Strategically About Policy Implementations
- Using Evidence to Evaluate Policy Effectiveness
- Behavioural Insights and Public Policy
- Using Social Psychology Principles to Overcome Political and Operation Constraints
- Policy Design and Communications
- Engaging Stakeholders

**Featured Program Faculty**

- **Prof. Eduardo Araral**
  Associate Professor and Co-Director
  Institute of Water Policy
  Lee Kuan Yew School of Public Policy,
  National University of Singapore
- **Prof. Anthony Cheung, GBS, JP**
  Former Secretary of Transport and Housing, HKSAR;
  Research Chair Professor,
  Department of Asian and Policy Studies
  The Education University of Hong Kong
- **Prof. Leong Ching**
  Assistant Professor and Co-Director
  Institute of Water Policy
  Lee Kuan Yew School of Public Policy,
  National University of Singapore
- **Prof. Sabrina Lin**
  Professor and Vice President
  Institutional Advancement, HKUST
- **Dr. Christine Loh, SBS, OBE, JP**
  Former Undersecretary for the Environment, HKSAR;
  Chief Development Strategist, HKUST
- **Prof. Donald Low**
  Professor of Practice and Director
  (Leadership and Public Policy), HKUST
- **Prof. Ye Qi**
  Professor and Director
  Institute for Public Policy, HKUST
- **Prof. Xun Wu**
  Professor and Head
  Division of Public Policy, HKUST

*Curriculum and program faculty are subject to changes.*
Program Information

Date and Duration
5 - 6 November 2019

Venue
HKUST Clearwater Bay Campus

Programme Fee
HK$12,000
(Includes tuition, course materials, transportation to/from HKUST, lunch, refreshments and closing reception)

Venue
HKUST Clearwater Bay Campus

Discount
One FREE quota (i.e. HKD12000) will be offered for every four participants nominated by the same institution.

Testimonials

“Absolutely a very respected group of professors and well prepared for the programme...... Time well spent! I believe the ideas and insights are very useful, and broaden my horizons on the topic...... The efforts of the team in organizing the programme is much appreciated.”

- Morris Cheung, MTRC

“The programme has been perfectly arranged....It’s indeed a very valuable programme as many aspects of the subject are covered and delivered by specialists in the areas concerned. It’s an enlightening course organized excellently!”

- Hon-shing Kan,
Drainage Services Department, HKSAR

About Leadership and Public Policy Executive Education

The Hong Kong University of Science and Technology (HKUST) Leadership and Public Policy (LAPP) Programme is designed for senior executives and those who aspire to become the next generation of leaders to better serve society. Our executive education programmes consist of thematic series of small seminars to enable deep and candid discussions in an intimate setting, and are based on the combined strengths of HKUST and expertise in the region and around the world. We emphasize critical thinking, analytical frameworks, comparative and international perspectives, and evidence-based approaches to policy issues. Areas we cover range from local and global economies to social development, governance, science and technology, and leadership. We also host open forums that encourage members of the public to join in the debate.

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