



Strategic Planning for Political Parties

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International Academy for Leadership
IAF
Gummersbach
Germany

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Topic

Good ideas and profound policies will unfortunately not automatically lead to great public support and good results in elections. In order to be successful political parties need - in addition to their political competences - well-formulated strategies. Hence strategic planning is a key competence for political parties and their leadership personnel. Strategy development cannot be delegated or outsourced. Nor single strategy elements can be copied from other successful political players. Own competences in strategic planning are needed and this seminar will provide political leaders with processes, tools and concepts to develop their own unique strategies.

Target group

Leadership representatives of political parties and also party staff members involved in strategic planning or management. Participants should have some first-hand experience in (or be tasked with the implementation of) strategy development and political leadership preferably on national or regional level.

Methodology

Presentations and inputs by facilitators as well as external experts - partly in Gummersbach and partly on a half-day excursion. Individual and group work based practical training of skills, partly on case studies provided by participants. Feedback and critical discussion of results. Participants will be requested to contribute actively and share their experiences.

Objectives

This seminar will focus on conveying profound knowledge on the strategy planning process. After an introduction which will approach the terms "strategy" and "strategic planning" participants will discuss the overall process as well as all relevant steps from goal definition and situation assessment over strategy formulation and implementation planning down to evaluation and controlling of strategies. Alternative methods for the different steps will be illustrated and applied on the basis of case studies provided by participants themselves. For parts of the strategic planning pattern presentations by external experts will be integrated - partly in Gummersbach and partly on a half-day excursion.

Subjects

- Strategy, strategic thinking and strategic planning: experiences, history and transitions of methodologies
- Understanding the strategic planning process: framework, success factors, process patterns and their elements
- Formulation of meaningful strategic goals
- Situation assessment – purpose, methods, criteria, use of data and research
- Strategic decision-making and strategy formulation
- Strategic planning and political campaigns in different countries
 - the strategic relaunch of the liberal party FDP in Germany
 - practical development of political strategies for case studies from selected countries represented by participants
- Strategic political communication – developing communication strategies
- "Strategy is execution": the challenges of strategy implementation, controlling and evaluation

Facilitators



Julian Kirchherr

Julian Kirchherr is an assistant professor in sustainable business and innovation studies at the Faculty of Geosciences,

Utrecht University. He has completed his doctorate at the School of Geography and the Environment, University of Oxford. His research examines sustainability transformations. He is particularly interested in the role the private sector can play in these transformations.

Prior to joining academia, Julian was a consultant and project manager at McKinsey & Company. He has also worked as a journalist for more than ten years. His work has appeared in outlets such as The Guardian, Project Syndicate, Huffington Post, China Daily, Bangkok Post, Myanmar Times and Süddeutsche Zeitung. At the age of 20, he was elected as a City Councilor in Werl, Germany, and also served as a County Councilor in Soest, Germany.



Nick Clelland

Nick Clelland was elected to the Durban Metropolitan Council at the age of 24 for the erstwhile Democratic Party. At 27 he was one of the youngest South Africans elected to Parliament. During this time Nick also served as the Democratic Alliance's Director of Communications.

Since leaving Parliament, Nick worked on the campaign team of the British Liberal Democrats, as Chief of Staff for the Mayor of Auckland and as Director of Strategic Communications for the Democratic Alliance-run Western Cape Government.

In June 2013, Nick started a strategic communications and public affairs consultancy with former Vice-President of Liberal International, Tony Leon.

The Foundation

We, the **Friedrich Naumann Foundation for Freedom**, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's **International Academy for Leadership (IAF)** form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.



Venue

International Academy for Leadership (IAF)
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Germany

Contact

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English
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Registration

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Registration fee

260€

