



## Dynamics of Public Policy Seminar

Understanding the intricacies of public policy is critical to effectively serve your stakeholders and advance the Government's mission. This seminar will help you understand the political, social, economic and cultural factors that influence how U.S. public policy is initiated, developed and implemented so that you can respond appropriately to directives.

- Understand the governmental context in which you and your agency work.
- Explore the ways that policymaking institutions and non-governmental organizations interact and shape U.S. public policy, and become more effective in those interactions.
- Learn the best ways to respond to Presidential directives and make better administrative decisions in your agency.



### Put Your Policy Knowledge into Practice

Through interactive simulations that look beyond the theories of the public policy process, you will discuss relevant issues such as:

- How does it feel to be a White House aide arguing the President's case to members of Congress?
- What is it like to be a Representative trying to determine your constituents' best interests while being lobbied by your party and special interest groups?
- What is the perspective of an interest group leader trying to articulate his or her group's message?

Putting yourself in these real-life situations will guide you to make more informed decisions, as you understand how your day-to-day activities influence each link in the chain of public policy.

#### PUBLIC POLICY

##### COMPETENCIES

- Political Savvy
- External Awareness
- Influencing & Negotiating
- Oral Communication
- Creativity & Innovation

##### ACADEMIC CREDIT

3 upper level Baccalaureate or 3 Graduate credits may be available upon completion.

##### DATES & LOCATIONS

November 28–December 8, 2011  
September 17–27, 2012

At the Eastern Management Development Center in Shepherdstown, WV

This training facility is 70 miles from Washington, DC in the Blue Ridge Mountains above the Potomac River.

For information on presenters and day-to-day schedules, please go to [www.leadership.opm.gov](http://www.leadership.opm.gov)

*“I gained a better understanding of U.S. policymaking from a macro level and the ability of the instructors to bring it to the level of individual contributions.”*

## Register Now for the Dynamics of Public Policy Seminar

This seminar is designed for experienced managers and policy analysts who are involved in the development and/or implementation of public policy, or who are designated to serve in senior staff or liaison roles.

Public managers seeking a comprehensive understanding of the governmental context in which they work will also benefit from the course.

## An In-Depth View of How Your Duties Work in the Context of Government and Public Policy

- Become more effective in your interactions with interest groups, the media and public opinion.
- Analyze selected public policy issues in the context of historical events.
- Understand the constraints and issues stemming from the Federal budget.
- Learn how to interpret Congressional intent and navigate your agency's actions around it.
- Know how to respond appropriately to Presidential directives.
- Learn to make better administrative decisions.

*“The exposure to some of the experts who know the Hill and how things work was absolutely wonderful.”*

### TUITION

\$5,035

Tuition includes materials, meals and lodging.

### LEAD

This seminar meets the executive and manager track requirements of the LEAD Certificate Program.

Leadership Education & Development Certificate Program—A complete leadership development curriculum for current and aspiring government leaders, providing official recognition of achievement at every level. For more info, go to [www.leadership.opm.gov/certificates/LEAD/index.aspx](http://www.leadership.opm.gov/certificates/LEAD/index.aspx)

### RECOMMENDED PRIOR COURSES

Management Development Seminar I  
Team Development Seminar II  
Conflict Resolution Skills

### SUGGESTED FOLLOW-ON COURSES

Effective Writing in the Federal Government  
Executive Development Seminar

**For information on presenters and day-to-day schedules, please go to [www.leadership.opm.gov](http://www.leadership.opm.gov)**

## Three Ways to Register

### 1. Register Online at [www.leadership.opm.gov](http://www.leadership.opm.gov)

Initiate course registration with your Government Purchase Card payment, the fastest way to reserve your space. Use your own agency-specific procurement forms. Once we have received your payment, you will receive confirmation within two business days.

### 2. Fax a Registration Form, found in a catalog or online. This form can be used for courses at the Federal Executive Institute or Management Development Centers.

### 3. Contact a Representative Customer Service Office:

Toll Free: 888-676-9632  
Phone: 304-870-8008  
Fax: 304-870-8078  
TDD/TTY 304-870-8066  
Email: [register@opm.gov](mailto:register@opm.gov)



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