

# Building a Professional and Competent Public Service for Improved Delivery

# Strategic Planning

- Strategic plan
- Business plan
- Plan vs implementation
- Governance

# Branding

- Product Brand
- Employment Brand

# Product Branding

- Product features
- Quality and performance
- Value and price
- Innovation and design
- Image and prestige

# Employment Brand

- Compensation and benefits
- Work environment
- Work life balance
- Company culture and environment
- Product strength

# Leadership

- Recruitment
- Retention
- Succession planning
- Training and development
- High fliers
- Creative

# PPP

- Quo vadis
  - PPP
  - Creative
  - Leadership
  - Think out of the box