



STRATEGIC⚡ PUBLIC LEADERS

Strategy and strategic planning fundamentals
for senior and mid-tier public managers.

Strategic Public Leaders is strategic skills training for public sector managers.

WHO THIS COURSE IS FOR

This course helps public sector leaders:

- Overwhelmed by tasks, projects, and priorities.
- Caught in a reactive cycle of responding to ad-hoc problems instead of progressing key strategic projects.
- Feeling defensive and frustrated when interacting with politicians.
- Discouraged at all the strategies, plans, and documents on the shelf.
- Having difficulty building engagement, purpose, and ownership with your team.

HOW THIS COURSE HELPS

Government managers are trying to do more than ever.

You have an ambitious work programme to deliver and limited resources to do it with.

Add community issues, regulatory change and media attention into the mix (before we talk about ever-changing political requests), and it can feel impossible to move forward.

Public sector managers need new skills to manage in this complex, shifting, politically-charged, resource-constrained environment.

With Strategic Public Leaders, managers build a new toolkit, to:

- Stay on course when things change.
- Manage competing priorities.
- Move from talking to doing.
- Keep stakeholders happy.
- Find space for strategy.
- Make tricky trade-offs.
- Take calculated risks.
- Do things differently.
- Let things go.

LEARNING OUTCOMES

In this tailored training course, get a grounding in core principles of strategic leadership along with a suite of practical tools and strategies you can apply for immediate progress.

Alicia's training workshops are at the cutting edge of thinking for senior public leaders. Both inspiring and pragmatic, this training is designed to tackle limiting habits and behaviours while embedding practical skills.

Strategic planning

Demystifying strategic thinking and planning frameworks, using Plain English. Managers learn to apply the big picture to daily operations in an aligned and helpful way.

Prioritisation

Teaching the skills for strategic focus and trade-offs in a local government environment. Managers learn to prioritise never-ending project wish lists with clarity and confidence.

Decision making

Unpacking the science behind planning, making, and evaluating quality decisions. Managers learn to make better, faster decisions, in collaboration with their teams.

Problem-solving

Using systems thinking to untangle tricky problems in complex organisations and communities. Managers learn to find the root cause of issues and frustrations for sustainable change.

Communication

Elevating operational issues to strategic conversations with tried and tested communication skills.

Performance

Delineating the core differences between governance, management and delivery arms. Managers learn to draw boundaries, hold leaders accountable and empower others.

WORKSHOP STRUCTURE AND STYLE

Alicia's training style is open, fun, and challenging. You will benefit from:

- Practical examples and case studies.
- Access to exclusive resources and templates.
- Best-practice strategic leadership frameworks.

Workshops include interactive exercises, individual work to apply your learning to real-life challenges and lively group discussion.

Time and agenda

In-house workshops run from 9am – 4pm. We break for morning tea at 10.30 am and lunch at 12.30 pm.

Online sessions run for two hours, with a 15 minute break in between.

PRICING

Public workshops

We hold public training workshops in major cities across New Zealand and Australia.

Public training is charged per person for and includes all supporting resources, morning tea and lunch.

In house training

Councils across New Zealand and Australia offer this programme as a learning and development opportunity for their leaders and managers.

This course can run as an in-person two-day training course, or over six online sessions.

Public workshops

\$1,999 per person.

Includes GST.

In house training

\$42,000 per cohort.

Excludes GST and travel.

Clients provide venue, AV, equipment, and catering. Workshop materials are supplied.

Online workshops are managed by the Alicia McKay team.

ABOUT ALICIA MCKAY



Alicia McKay is a strategy and leadership professional who specialises in the public sector. In 2025, Alicia was named one of LGIU's Top 25 Thinkers in Local Government

Drawing on a policy and strategic planning background, including local government, education, health, transport, law, infrastructure and social services, Alicia has been an independent consultant since 2014.

With specialist accreditations in problem-solving, public investment, strategy and decision-making, Alicia is an expert strategist and highly skilled facilitator.

Alicia has partnered with over 100 public sector organisations on strategy and change projects since 2014, including more than 50 Councils in Australia and New Zealand.

She has built strategic capability amongst hundreds of public sector managers and elected members.

Alicia reaches thousands more local government leaders through her relationships with the Australian Local Government Association, Local Government Professionals Victoria, Local Government Professionals New South Wales, and industry bodies such as the Association of Consulting Engineers New Zealand.

Alicia also travels to the USA and UK to work with local government associations and Councils.

Alicia is the author three books on strategy and leadership: *'From Strategy to Action: A Guide to Getting Shit Done in the Public Sector'* and *'You Don't Need An MBA: Leadership Lessons that Cut Through the Crap'*.

Alicia has trained thousands of leaders through in-house, online, and public training workshops.

To learn more about Alicia McKay, head to **www.aliciamckay.co.nz**

TESTIMONIALS



"I have to use that overused word: "transformative"! This programme clarified and validated a lot of hazy thoughts I had regarding strategic thinking and leadership. It also has given me a lot of practical info, which I'm looking forward to applying to work."

*"I feel very grateful to have been able to soak up Alicia's experiences and knowledge. **The effort she took to personalise the course and to have connections with the participants in the training was a standout.** The content was very valuable to me and the way it was structured and broken down makes it so simple."*

- Brooke Conroy, Penrith City Council

*"Informative, but informal.
Professional, but personal."*

- Adam Callahan, Eurobodalla Shire Council

*"Keep doing this! Our sector and communities desperately need it. It's **the ultimate act of public service-** helping to make public servants better at what they do!"*

- Kaliegh Smerdon, Bega Valley Shire Council

*"Alicia was relaxed and inclusive. It was a fabulous couple of days, well worth the investment. **All management teams should attend this course.**"*

- Craig Swift-McNair, Woollahra Municipal Council

*"I loved how Alicia was relaxed but switched on - energy directed in the right place: on content and ensuring a great vibe in the room from start to finish. I really enjoyed it. **Best professional development I've done.** Thank you."*

- Tanya Goldberg, Executive Manager, Arts, Culture and Events at Waverley Council

*"I really enjoyed Alicia's engaging and inspirational approach. It was brilliant. **I've not stopped talking about this course to my colleagues.** There is so much value in this course. Thank you!"*

- Kate Barker Director Regional Programs at Central NSW Joint Organisation

"I love how Alicia was authentic, gave excellent real-life examples, light, funny, and engaging of the whole room. Learning about decision stages was a big one for me. Building understanding, shaping choices and making decisions. Asking good questions was very good. Testing your why. It was all good really."

- Julian Geddes, Director Operations at Mid-Western Regional Council.