



OTHER PROGRAMMES

(HUMAN RESOURCES, PUBLIC RELATIONS, STRATEGIC MANAGEMENT, INNOVATION & WORKPLACE DIVERSITY PROGRAMMES)

1. INTRODUCTION

African public institutions and organizations operate in an environment that demands professionalism, innovation, transparency, and strong institutional leadership. Human resource management, public relations, strategic management and workplace diversity have become central pillars for building efficient public systems capable of meeting national development goals, global reforms, and the expectations of a rapidly evolving workforce.

To support Ministries and organizations across the continent in strengthening these institutional capacities, our consultancy presents a comprehensive cohort of programmes designed to enhance HR effectiveness, strategic communication, innovation-driven leadership, and inclusive workplace practices. These programmes are structured to build capabilities that enable institutions to perform at higher levels and achieve sustainable organizational transformation.

2. PURPOSE OF THE PROGRAMME COHORT

The primary purpose of this cohort is to provide Ministries and organizations with practical, forward-looking capacity-building solutions that strengthen human capital management, broaden institutional communication capabilities, and enhance strategic leadership effectiveness.

This cohort further aims to:

- Equip HR practitioners with advanced skills in industrial relations, workforce optimization, and organizational effectiveness.
- Strengthen public relations practitioners' roles as strategic communication partners and institutional image builders.
- Enhance organizational capacity for long-term strategic planning and execution.
- Cultivate creativity, innovation and problem-solving within government and public-sector entities.
- Foster inclusive workplaces by strengthening diversity management competencies.
- Support institutions in modernizing administrative systems and improving their responsiveness to the demands of citizens, employees and stakeholders.

3. RATIONALE AND RELEVANCE TO AFRICAN MINISTRIES AND AGENCIES

Across Africa, organizations face key challenges that require targeted professional development:

- The need for HR systems that support meritocracy, productivity, industrial harmony, and staff motivation.
- Increasing importance of public relations in strengthening government communication, transparency and public trust.
- The urgency for strategic management skills to drive institutional reforms and ensure effective execution of government policies.
- The necessity for innovation to respond to changing national, technological, and economic realities.
- Workforces that are increasingly diverse—requiring new competencies in managing inclusivity, generational differences, gender equity and multicultural environments.
- Demand for leadership teams that understand global enterprise trends and can translate them effectively into local operational strategies.

This cohort addresses these realities by offering Ministries and organizations the skills, tools and governance-focused frameworks necessary to perform effectively in the contemporary public-sector environment.

4. PROGRAMME THEMES AND COVERAGE

The cohort integrates several highly relevant programmes designed to build institutional capacity across HR, PR, management and innovation. Each programme can stand alone or be combined within your annual training plan.

a. Human Resource Management and Industrial Relations

- **HR Practitioners Workshop**

Strengthens the competencies of HR officers in recruitment, workforce planning, performance management, employee engagement, and compliance with labour codes.

- **The HR as an Industrial Relations Expert**

Provides HR professionals with skills to manage labour relations, negotiate with unions, maintain industrial peace, and handle workplace disputes effectively.

b. Public Relations and Organizational Communication

- **The Public Relations Practitioners Programme – An Asset for Every Organization**

Equips PR practitioners with advanced communication strategies, crisis communication tools, reputation management practices, and public-sector communication frameworks.

- **The New Dispensations and Segments for PR Practitioners**

Examines emerging communication ecosystems, digital communication platforms, stakeholder-engagement strategies, and the evolving roles of PR officers in institutional leadership.

c. Strategic Management and Organizational Effectiveness

- **Product Strategy and Brand Management**

Enhances institutional ability to build strong public-sector brands, manage programmes effectively, and improve communication of government services.

- **Strategic Marketing Management**

Provides skills for analysing environments, segmenting audiences, positioning public-sector initiatives, and improving citizen engagement.

- **Managing Global Enterprises**

Supports officers in understanding global trends, international competitiveness, geopolitical influences and cross-border administrative challenges.

d. Innovation, Creativity and Workplace Diversity

- **Creativity and Innovation**

Builds capacity to generate new ideas, create innovative solutions to public-sector challenges, and support national transformation agendas.

- **Strategic Workplace Diversity Management**

Equips officers to manage multicultural and multigenerational workforces, promote inclusivity, prevent discrimination, and harness diversity for higher institutional performance.

5. EXPECTED OUTCOMES FOR MINISTRIES AND ORGANIZATIONS

Upon participation, institutions will achieve:

- Stronger HR structures that support productivity, morale and organizational excellence.
 - Enhanced capacity to manage industrial relations and maintain peaceful labour environments.
 - Improved organizational image through effective PR, communication and stakeholder engagement.
 - Increased institutional capability in planning, executing and evaluating strategic initiatives.
 - Greater innovation across departments leading to improved service delivery and modernization of public institutions.
 - Enhanced workplace harmony through strategic diversity management practices.
 - A more responsive and adaptive workforce capable of supporting national development goals.
- These outcomes directly contribute to improved governance, institutional performance and public-sector efficiency.

6. TARGET BENEFICIARIES

The programmes are ideal for:

- Ministries of Public Service, Information, Labour, Communication, Trade, Gender and Youth
- Public Relations Units
- HR Departments and Labour Relations Divisions
- Strategic Planning Units

- Public Enterprises, Parastatals and State-Owned Entities
- Senior Government Managers and Administrators
- Communication, Brand and Media Teams
- Diversity and Inclusion Offices
- Provincial, Municipal and District Administrations

This proposal presents a comprehensive, relevant and practical set of programmes that directly strengthen human resource governance, public relations competencies, strategic management capabilities, workplace diversity practices and institutional innovation.

By nominating participants, Ministries and organizations will significantly enhance their internal systems, improve staff performance, and contribute to national development outcomes.

OTHER PROGRAMMES

| CODE | COURSE | DURATION | 2026 |
|-------|--|----------|--|
| OC 01 | HR Practitioners Workshop | 10 Days | 12 Jan – 23 Jan 2026 04 May – 15 May 2026 07 Sep – 18 Sep 2026 07 Dec – 18 Dec 2026 04 Jan – 15 Jan 2027 |
| OC 02 | The Public Relations Practitioners PROGRAMME an Asset for every Organization | 10 Days | 05 Jan – 16 Jan 2026 27 Apr – 08 May 2026 21 Sep – 02 Oct 2026 28 Dec – 08 Jan 2027 |
| OC 03 | The new Dispensations and Segments for PR Practitioners | 10 Days | 19 Jan – 30 Jan 2026 15 Jun – 26 Jun 2026 02 Nov – 13 Nov 2026 11 Jan – 22 Jan 2027 |
| OC 04 | The H.R as an Industrial Relations Expert | 10 Days | 12 Jan – 23 Jan 2026 29 Jun – 10 Jul 2026 12 Oct – 23 Oct 2026 30 Nov – 11 Dec 2026 04 Jan – 15 Jan 2027 |
| OC 05 | Product Strategy and Brand Management | 10 Days | 05 Jan – 16 Jan 2026 08 Jun – 19 Jun 2026 05 Oct – 16 Oct 2026 24 Nov – 04 Dec 2026 18 Jan – 29 Jan 2027 |
| OC 06 | Strategic Marketing Management | 10 Days | 12 Jan – 23 Jan 2026 04 May – 15 May 2026 14 Sep – 25 Sep 2026 07 Dec – 18 Dec 2026 28 Dec – 08 Jan 2027 |
| OC 07 | Managing Global Enterprises | 10 Days | 05 Jan – 16 Jan 2026 18 May – 29 May 2026 28 Sep – 09 Oct 2026 30 Nov – 11 Dec 2026 18 Jan – 29 Jan 2027 |
| OC 08 | Creativity and Innovation | 5 Days | 05 Jan – 09 Jan 2026 29 Jun – 03 Jul 2026 09 Nov – 13 Nov 2026 14 Dec – 18 Dec 2026 04 Jan – 08 Jan 2027 |
| OC 09 | Strategic Workplace Diversity Management | 10 Days | 12 Jan – 23 Jan 2026 06 Jul – 17 Jul 2026 26 Oct – 06 Nov 2026 07 Dec – 18 Dec 2026 11 Jan – 22 Jan 2027 |

