



Advanced International Training Programme in Private Sector Growth Strategies (PSGS)

- **Are you one of the most influential public officials in your country?**
- **Are you involved in promotion of private sector development?**
- **Do you want sustainable growth in your country's economy?**

Globalisation is placing new demands on countries to compete for the same source of investment and funding. Private sector institutions need to become not only nationally and globally competitive for support and influence, they need to meet the growing need of the private sector for a conducive policy environment and provide relevant support, advice and services.

The Advanced International Training Programme on Private Sector Growth Strategies (PSGS) aims to prepare decision-makers to face these challenges: to nurture, stimulate and develop opportunities in the changing business environment of your country.

Take the chance to apply for the one-year PSGS Programme, which includes a three-week training session in Sweden, additional regional and national seminars, individual and group tutoring, as well as extensive opportunities for networking with national, regional and Swedish actors!

ADVANCED
INTERNATIONAL
TRAINING
PROGRAMME



ITP: 291EUa

Private Sector Growth Strategies

Start-up Seminar: September, 2014

Training in Sweden: 10 - 28 November, 2014

Follow-up Seminar: June, 2015

Closing Seminar: September, 2015

Closing date
for applications:

› **4 April,
2014**

Welcome

This International Training Programme is specially designed for persons qualified to participate in reform processes of importance on different levels and holds a position in their home organisation with a mandate to run processes of change. It offers support to strengthen, adapt and maintain capacity over time in order for your organisation to define and achieve goals in both the short and long term. As a participant you will take part of the latest development in your area of work supervised by skilled Swedish colleagues and experts, develop a network of colleagues from other countries and enhance knowledge of new working methods. The methodology used is based on the assumption that your organisation wish to carry out changes and is willing to invest its own resources to achieve these changes.

Our world is rapidly changing and government and business leaders alike are at the sharp edge of this transformation. New technology, changing consumer preferences and globalisation of markets are creating challenges and opportunities for businesses and governments in all parts of the world. The Private Sector Growth Strategies Programme aims to prepare you and your organisation to face these challenges: and to nurture, stimulate and develop opportunities in the changing business environment to benefit your country, by building a sustainable and competitive business environment and economy.

We are aiming for maximum social and economic impact on a national level. The PSGS training programme for key public officials is closely linked to the Strategic Business Management training programme for business leaders and entrepreneurs. Your input as a key official promoting private sector development will be extremely important in the development of a common plan for Private Sector Development in your country. This plan will be the key outcome from collaboration between participants in the two programmes.

Sida, SIPU International and Jarskog Konsult hereby invite you to nominate candidates.



Lena Ingelstam
DIRECTOR
SIDA



Anders Olin
MANAGING DIRECTOR
SIPU International



Håkan Jarskog
MANAGING DIRECTOR
Jarskog Konsult

Programme objectives

The overall aim of the programme is to contribute to the development of a vibrant and sustainable private sector, seeking to strengthen collaboration between the public and private sectors, for better functioning markets and improved integration in world trade.

The long-term goal is to build capacity in your organisation, as a prerequisite to achievements on a national level to improve the business climate and promote sustainable economic growth.

The PSGS programme is expected to provide you, the participant, with:

- in-depth knowledge and skills on how to stimulate and promote private sector development,
- capacity and knowledge to drive change in your own organisation to enhance its contribution to private sector development, and
- capacity and tools to contribute to the development of a common action plan for Private Sector Development in your country. This plan will be developed together with participants in the linked training programme Strategic Business Management (SBM) 291EUb.

BENEFITS

- › **in-depth knowledge and skills on how to stimulate and promote private sector development**
- › **capacity and knowledge to drive change in your own organisation to enhance its contribution to private sector development**
- › **capacity and tools to contribute to the development of a common action plan for Private Sector Development in your country**

The PSGS programme aims to develop your capacity to be a change agent in this process. It provides you with a unique opportunity for close collaboration with colleagues from other countries, to develop strong professional networks.

Contents

The programme is focused on a combination of international, regional and Swedish perspectives on how to promote private sector development: including theories and concepts, sharing experiences and successful practices – and difficulties.

The Phase II training course in Sweden has four modules:

1. Private Sector Development

From the perspective of private sector development, you will conduct national and institutional analyses and develop preliminary change projects and action plans. This will contribute to the collaboration between PSD-organisations and reveal obstacles to, and driving forces for, a process of change.

2. Internationalisation and the global and regional context

An overview of the global context. It focuses on how countries and businesses can best capitalize on international opportunities to foster and build sustainable participation in the world economy.

3. Strategies for enterprise development

Working for a better business climate: examining how public organisations and other groups promoting enterprise development can work with the private sector; and how to integrate strategies stimulating fundamental economic growth to improve life for all, including the poor. Discussion and analysis of examples from international experiences.

4. Leadership for change management

Your personal leadership skills and role as a change agent. The ability to lead change is a must to successfully implement action plans on the organisational and national levels. Participants from both programmes (PSGS and SBM) will work together to develop a common action plan for Private Sector Development in each of the participating countries.

The Organisational Action Plan developed by YOU, the participant, is one of the main outputs of the PSGS programme. To secure the success of the plan, it must be supported and implemented by all key stakeholders in your organisation. As a PSGS participant, you will also work with participants of the SBM programme on developing and implementing a common action plan for Private Sector Development in your country. The PSGS programme facilitates transfer of knowledge and skills: to enable and support you in developing your own Organisational Action Plan, and the common action plan for Private Sector Development. A part of the training is devoted to tutoring. It is carried out throughout all phases of the programme, also through distance learning to support you in the work with your Organisational Action Plan as well as the common action plan for Private Sector Development in your country. Tutoring is carried out both individually and in groups.

The programme aims to create a powerful regional network for private sector development.

The training programme does not offer any financial support, apart from the programme itself.

Programme structure

The Private Sector Growth Strategies (PSGS) programme is a five-phase process:

I. Start-up: Contact is established between participants, their organisations and the programme management team. A one-day start up seminar will be held in each participant's country in September, 2014.

II. Training course in Sweden: Three weeks of intensive training in Stockholm, Sweden, 10-28 November, 2014. This will provide you with theoretical tools and concepts, and practical training in how to apply these. It will allow for exchange of experiences and building of personal networks. Draft versions of your Organisational Action Plan and the common action plan for Private Sector Development in your country will be developed.

III. Further development and implementation of the Organisational Action Plan and the common action plan for Private Sector Development: All participants and stakeholders will further develop and start implementing their plans from December 2014–June 2015.

IV. Regional follow-up seminar for all participants: The one week regional seminar will take place in June 2015, in one of the participating countries. Its purpose is to evaluate the implementation progress of the Organisational Action Plans and the common action plan for Private Sector Development, as well as to further improve these plans.

V. Closing seminar: Held in September 2015, in each participating country. Participants from both programmes will meet in their home country, for a one-day seminar on the Organisational Action Plan, the common action plan for Private Sector Development, and for networking.

All five phases of the PSGS programme will run in parallel with the Strategic Business Management (SBM) programme for business leaders.

TEACHING

Interactive training methods; all phases of the programme are designed for capacity building of the participating organisations, through action learning: interactive lectures, group exercises, and practical illustrations by Swedish organisations and businesses. You as a participant will be a valuable source of knowledge. We stimulate exchanges of views and experiences among participants and with representatives from the public and private sector in Sweden.

The training in Sweden is meant to provide the participants with input to their Organisational Action Plan, both project methodology and inspiration from models, cases, examples and theory.

This programme focuses on practical applications of theory, models and tools. The participants' country and organisation are in focus, whenever possible these are used for illustrating an idea, problem or model.

Various forms of tutoring are an important pedagogical tool in the training programme which strengthens the participants and their organisations.

The number of participants in the programme is limited in order to ensure a close working relationship between participants, lecturers and tutors.

MANAGEMENT AND STAFF

The programme is co-organised and conducted by SIPU International and Jarskog Konsult. Both firms are management consultants specialising in conducting international training programmes. They complement each other with their respective networks of experts in the public and private sectors.

Our core team of five programme managers will support you through all modules and phases, drawing on their extensive experience from international business, public and private sector development and capacity building. Faculty members, guest lecturers and invited executives are all well-known academics and/or experienced practitioners in their field.

TIMETABLE

WHERE:

The Training course in Sweden will be held in Stockholm and Tällberg, Dalarna

The Regional follow-up seminar will be held in one of the participating countries

The start-up and closing seminar will be held in each participating country

WHEN:

The training in Sweden will take place 10-28 November, 2014

The Regional follow-up seminar will be held in June 2015

The start-up and closing seminar will be held in September 2014/2015

DURATION:

The total duration of the programme is 12 months (phase 1–5), out of which approximately 4 1/2 weeks are scheduled sessions

Admission requirements

INVITED COUNTRIES

The following countries are invited to nominate candidates: Bosnia and Herzegovina, Georgia, Kosovo, Moldova and Ukraine.

TARGET GROUP

The programme is targeting high-level professionals from national institutions and organisations in Bosnia and Herzegovina, Georgia, Kosovo, Moldova and Ukraine. You and your organisation have a mandate to develop and promote a sustainable private sector, to improve market functionality and/or to stimulate greater integration in world trade. Only candidates nominated by the appropriate organisation and in accordance with national rules will be considered.

You must have potential to act as a change agent in your own organisation and at a national level. You should represent either:

- national governmental organisations,
- authorities and semi-government organisations and institutions, or
- relevant civil society organisations, e.g. NGOs, business associations, and community based organisations.

The top five applicants from each country will be selected. Women are especially encouraged to apply.

LANGUAGE REQUIREMENTS

The training programme will be organised and conducted in English. Candidates from countries where English is not an official language should do a language test with an official body in the home country, unless other documentation to support for her/his ability can be provided. Proficiency in English shall be certified on the Application form.

HEALTH REQUIREMENTS

Considering that the training programme consists of international travel and work away from home in a new environment, good health and full working capacity is conditioned. It is therefore recommended that candidates undergo a medical examination before filling in the Medical Statement in the Application form.

OTHER REQUIREMENTS

The programme requires you as a participant to have access to e-mail for communication with programme management, tutors and other participants. You will also be introduced to communication through Skype.

COSTS

Participants are required to find funding for personal expenses and their own travel arrangements to the programme venue in Sweden as well as for visa fees and any local airport taxes and departure fees.

All other costs such as programme fee, literature, board & lodging will be covered by the Swedish International Development Cooperation Agency (Sida).

Participants are responsible for obtaining all visas needed for their journeys and stays during the training programme. The visa should be valid for the whole period of the programme, and the passport must be valid for three months longer than the entry visa. Costs for obtaining visas are carried by the participant. Swedish visa details: <http://www.migrationsverket.se/english.html>

All participants are covered by a group insurance while in Sweden and on organised tours during the programme. This insurance includes costs for medical care in the event of emergency. Medical and dental check-ups are not included.

APPLICATION PROCESS

Your application should be written on the special form attached and include a recent photograph and required information and documents.

Your application must be approved by the highest authority within your organisation.

A brief description of the suggested Organisational Action Plan, explaining its intentions and importance in relation to private sector development in your country, is an essential part of your application. This signed plan will confirm your organisation's commitment.

The application in original with required signatures and attachments should be submitted directly to the Programme Secretariat. Applications from participants in Georgia can also be submitted to the Embassy/Consulate of Sweden.

Closing date for applications:

> **4 April, 2014.**

Applications submitted after closing date will not be considered.

Download Application form and brochure at www.privatesectordevelopment.se under Download Information.

SELECTION PROCESS

Selected candidates will be notified by e-mail not later than June, 2014. Once selected, the candidate must confirm participation. A Letter of Acceptance will be sent out, containing information on participation in the programme and the practical arrangements. Selected candidates shall be aware of the commitment to participate in all phases of the programme.

The Swedish International Development Cooperation Agency (Sida) offers, as part of its bilateral development assistance, capacity development activities in areas of strategic importance to the social, environmental and economic development in the participating countries. The purpose of the Advanced International Training Programmes is to provide resources and develop knowledge, skills and expertise to organisations with strong legitimacy in relation to target groups, democracy practices etc. in areas given priority in Swedish development cooperation, and are based on identified priorities and needs and in which Swedish expertise is in demand.

ORGANIZER

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291EUb Advanced International Training Programme on Strategic Business Management (SBM) 2014

SBM is the programme closely linked with the Private Sector Growth (PSGS) programme: the two programmes run in parallel, and interact. SBM is targeting business leaders and entrepreneurs and aims to provide the participants with:

- knowledge and skills to enhance the commercial success of their own business
- insight into how to stimulate private sector development, and
- capacity and tools to actively contribute to the development of a common action plan for Private Sector Development. This plan will be developed together with the participants of the Private Sector Growth (PSGS) programme.

The long-term goal of the programme is to contribute to revitalization and changes for the better in each participant's business. This in turn will contribute to decisive and lasting change at a national level, improving the business climate and stimulating sustainable economic growth.



Jarskog Konsult

Jarskog Konsult is a management consultancy firm based in Stockholm. Since 1994 Jarskog Konsult has organised training programmes within the framework of international development co-operation, mainly for Sida, but also for the United Nations, development banks, government agencies, chambers of commerce and various NGOs. Jarskog Konsult is dedicated to delivering training of the highest standard within the key areas of business development and financial management.



SIPU International AB

Swedish Institute for Public Administration (SIPU) is a Swedish consultancy and training organisation specialising in capacity building and institutional development in transitional and developing countries. SIPU is one of Scandinavia's leading consultants in the area of public sector development, and increasingly in the private sector. SIPU has a long history of successful implementation of technical assistance projects, with beneficiaries in the public and private sectors.

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