**SUMMER ACADEMY FOR YOUNG LEADERS**

**IN THE PUBLIC ADMINISTRATION**

CONTENTS

[INTRODUCTION 2](#_Toc450140273)

[ELIGIBILITY CRITERIA: 2](#_Toc450140274)

[HOW TO APPLY: 2](#_Toc450140275)

[REQUIEREMENTS FOR THE ESSAY/PAPER: 2](#_Toc450140276)

[DEADLINE: 2](#_Toc450140277)

[DAY 1: LEADERSHIP 3](#_Toc450140278)

[Evening program 4](#_Toc450140279)

[DAY 2: HOW TO IMPRESS WITH PRESENCE AND BEHAVIOR? 4](#_Toc450140280)

[Evening program 5](#_Toc450140281)

[DAY 3: TIME FOR LOBBYING 5](#_Toc450140282)

[Evening program 6](#_Toc450140283)

[DAY 4: WHAT KIND OF LEADERSHIP SKILLS HAVE YOU GOT? 6](#_Toc450140284)

# INTRODUCTION

The Institute of Public Administration is organizing summer academy for young leaders in the public administration.The academy is a short practical training for 30 civil servants, aged 30 or less. During five days of intensive training, the participants will go through the main skills for advocacy of positions on important policies and projects, public speaking, lobbying and public presence. The training modules are delivered by senior officials, diplomats, experts from international companies and institutions.

The initiative aims to provide an oppurtunity for exchange of experience, innovative ideas and training for active young civil servants with leadership potential.

The summer academy is focused in the following areas of personal and professional development:

|  |  |
| --- | --- |
| Communication skills: | Leadership skills: |
| * Public image | * **Strategic management** |
| * Team work | * **Lobbying** |
| * Business presentation | * **Leadership styles** |
| * Public speaking | * **Negotiation skills** |
| * Networking skills | * **Stakeholder mapping/analysis** |

# ELIGIBILITY CRITERIA:

* Applicants must be civil servants, after completed workplace setting period
* Applicants must be not older than 30 years (inclusive)
* Applicants must be fluent in English
* Applicants must be able to demonstrate leadership skills

# HOW TO APPLY:

The applicants must send an **essay** on the following topic:

“**How to attract young experts with leadership potential in the public administration**”

or to send a paper on the topic

“**Modernization of the public administration”**

The application dossier includes:

* actual CV which provides **detailed information** for volunteer initiatives/internships/specializations/ education
* Recommendation letter from direct superior
* Proof of English language – required minimum level B-2
* All kinds of higher education diplomas and/or certificates (copies) – Bachelor degree/Master degree/PhD and etc.

# REQUIEREMENTS FOR THE ESSAY/PAPER:

* Up to 5 pages (or 2500 words)
* Font: Times New Roman, 12;

The application dossier (CV; recommendation letter; paper/essay; proof of experience/education/language) must be sent to IPAs postal address: 1000 Sofia, str. "Serdika" 8 by **30 June 2016** on the attention of Mr. Nikolay Bizev

# DEADLINE:

1. June 2016

**MORE INFORMATION:** Nikolay Bizev – programme coordinator

+359 2 940 25 61; [n.bizev@ipa.government.bg](mailto:n.bizev@ipa.government.bg); <http://www.ipa.government.bg/>

 DAY 1: LEADERSHIP

**MODULE 1 „THE CHALLENGE TO BE A LEADER IN THE PUBLIC ADMINISTRATION“**

**Description:**

Module 1 is designed to familiarize the potential young leaders with the basics of the Bulgarian public administration sector. In this module, participants will meet with public administration officials with whom they will discuss the needed skills to lead to success socially important causes, policies and programs. The lecturers will debate how to build vision and goals of the organization.They will discuss the structure of the administration, the mechanisms of interaction and techniques for building partnerships. The lecturers will present their career development.

After completing module 1, participants will gain knowledge and expertise on the following topics:

* Strategic management
* Management and organization in the Public administration
* Principles of good governance
* Opportunities for career development success stories

**Duration:** 2 training hours

**Form of education:** lecture

**„INTRODUCTION TO JAPANEASE PUBLIC GOVERNANCE“**

This part of the module aims to introduce different styles of leadership in the public and corporate sector. The presentation will draw a parallel between the management styles in the public and corporate sectors and will analyze the main similarities and differences.

The lectures will give an introduction to the Japanese style of leadership and governance. Participants will familirise themselves with the Japanese public administration system and selected policy areas and will learn the fundamentals of the Japanese good governance.

**Duration:** 2 training hours

**Form of education:** lecture

**Language:** English

**Module 2 „what is it to be a leader in a non-stop competition“**

**The module is led by experts of Microsoft Corporation**

**Description:**

Module 2 is about management styles in the corporate environment. Experts from Microsoft Europe will share their experience in continues leadership of the company in terms of non-stop competition. Participants will have the opportunity to study the main differences in the planning and management in the private sector.

After passing the training on this module, participants will increase their knowledge and competence in the following areas:

* Building strategies
* Programing of operational objectives
* How to attract stakeholders
* Building strategic partnerships

**Duration:** 4 training hours

**Form of education:** lecture

Evening program

19:00 – 20:00 Opportunities for internships and other study/visit programs in the EU institutions/other international institutions/companies.

How to write good motivation letter and CV?

 DAY 2: HOW TO IMPRESS WITH PRESENCE AND BEHAVIOR?

**module 3 „building a public image“**

**Description:**

Module 3 is designed to familiarize young leaders with the basics of the business/diplomatic protocol and etiquette, focusing on developing professional practice and personal skills. During the training there will be examples, case studies and practical simulations of real situations. The acquired knowledge and skills will be used by the participants and evaluated by lecturers in Module 7.

**The dress code for Module 3 is official**.

This module covers the following themes:

* Introduction to the Protocol and its main elements
* Ability to present - personal presentation, presenting another, body language, business cards, etc.
* Organization of visits, official meetings and other events
* Etiquette
* Preparation of texts - greetings, press release, speech and etc.
* Business correspondence – basic rules and requirements.

**Duration:** 3 training hours

**Form of education:** lecture/workshop

**module 4 „Building a successful business presentation“**

**Description:**

The module aims to develope knowledge and skills to use presentation software. It is dedicated to Power Point as the programme is one of the most popular instruments of visualizing ideas and using them to express powerful message to the audience. Participants can learn useful skills for planning and structuring a presentation, as well as effective integration of services provided by PowerPoint.

The module covers the following themes:

* Planning, designing and creation of coherent presentation structure
* Display attractive pictures and visualizations
* The opportunities for various types of "cloud" technologies for publishing authors developed multimedia materials in order to reach a larger audience.

**Duration:** 3 training hours

**Form of education:** workshop

**MODULE 5 „COMUNICATION SKILLS IN BUSINESS AND INSTITUTIONAL environment“**

This module aims to train skills in event management, organization of working meetings, participation in discussions and working visits. Participants will be able to learn theoretical knowledge on how to set theme in a conversation and infront of an audience.

Important part of the the module will be paid to the cultural and social aspects of the business relations with partners.

The lecturers will pay attention on improving the style and form of expression in an email, infront of a audience and in official meetings/informal business events.

**Duration:** 2 training hours

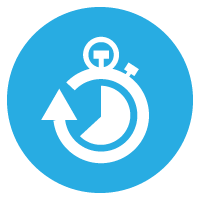
**Form of education:** lecture/workshop

**Language:** English

Evening program

19:00 – 20:00 How to select appropriate clothing, jewelry and aromas adapted to the type of event and occasion. The evening event will be led by expert stylists

from local perfumeries and suit companies.



DAY 3: TIME FOR LOBBYING

**module 6 „Strategies and techniques for lobbying in the EU“. How the UK became a very important player in the EU?**

**Description:**

The module aims to deepen and systematize the knowledge of the process of decision-making in the EU and countries specific roles in it. A major element of the policy making in Brussels and not only there, is the successful lobbying and advocy of positions on “hot” topics. For this purpose, civil servants should know in details how the institutions work, know the specifics of the environment and the main players in it. The module will contribute to a better understanding of the institutional and informal system of the EU in the process of decision-making. Experts from the UK will present their experience in lobbying and advocacy on EU level. They will provide overview on the priorities of the Rotating presidency of the EU in 2018 which includes in Trio – the UK, Bulgaria and Estonia.

The course includes the following topics:

* Techniques for lobbying in the EU - key players (NGOs, Corporations, Chambers, National institutions),
* Process of decision-making, institutional environment and strategies for lobbying
* Stakeholder mapping and analysis
* The “information jungle” of the EU – How to search for documents/experts?
* Priorities of the UK and Bulgaria as a part of the EU Presidency Trio

**Duration:** 4 training hours

**Form of education:** lecture/workshop

**Language:** English

**MODULE 7 „BUILDING A LOBBY STRATEGY”**

**Description:**

This training module is entirely practical. Participants will be divided into small teams and will have the task to build a comprehensive lobby strategy with analysis of interested parties (stakeholder mapping) and business presentation. Each group will be assigned a specific case, which must be lobbied and advocated to representatives of “European” and “National” institutions. The cases will be presented at lobby event (dinner) with representatives of the key interested parties.

**Duration:** 4 training hours

**Form of education:** workshop

**Language:** English

Evening program

19:00 – 20: 00 Dinner (lobby event). Presentation of business cases. Module in cooperation with Ecorys South East Europe.

**Dress code: Official**



DAY 4: WHAT KIND OF LEADERSHIP SKILLS HAVE YOU GOT?

# 

# module 8 „leadership styles“

**The module is taught in English and led by experts from the Netherlands**

**Description:**

Training module 8 aims to introduce different styles of leadership in the public and corporate sectors.

The program concentrates on fundamental knowledge and competencies which are required for managing people. Beyond unique processing of the situational leadership based on Develor life-cycle model the participants will be familiar with the classic and latest methods of motivation with the help of company-specific case studies and exercises.

**Module 8 is a of summary of the Summer Academy and participants will be given personalized feedback on their overall performance.**



**Duration**: 4 training hours

**Language:** English

**Certificates and family photo.**