



# Strategic Planning for Political Parties

2 July – 9 July 2023

Gummersbach, Germany

## Abstract

*To be everywhere is to be nowhere.*

- Seneca -

Good ideas do not succeed automatically. In a competitive environment and with limited resources, political parties need robust strategies to maximise their chances to win. In every day's working routines there is often a high focus on action and reaction - and little to no direction due to an unclear or non-existent strategy. The seminar seeks to demonstrate the idea of investing in a solid strategy. Participants will learn and go through a fully-fledged strategic planning process.

## OBJECTIVES

Strategic planning is a key competence for political parties and their leadership personnel. Strategy development cannot be delegated or outsourced. Nor can single strategy elements be copied from other successful political players. Own competences in strategic planning are needed and this seminar will provide political leaders with processes, tools and concepts to develop their own unique strategies.

## TOPICS

This seminar will focus on conveying profound understanding of the strategy planning process. After unpacking the foundational terms "strategy" and "strategic planning", participants will discuss the overall process and get grips with the methodological steps: from goal definition and situation assessment to strategy formulation and implementation planning, and then evaluation and control. A special emphasis will be laid on the step of 'strategy formulation', which constitutes the core idea for a successful strategy. Alternative and context specific methods for the different steps will be illustrated and applied on the basis of case studies provided by participants themselves. We will also introduce external experts into the mix to learn from their well of experience both in-person in Gummersbach, on a half-day excursion or virtually.

## TARGET GROUP

Leadership representatives of political parties and also party staff members involved in strategic planning or management.

Participants should have some first-hand experience in (or be tasked with the implementation of) strategy development and political leadership.

## METHODOLOGY

Presentations and inputs by facilitators as well as external experts will provide tools and techniques of strategic planning. Individual and group work based practical training of skills, partly on case studies provided by participants. Feedback and critical discussion of results. Participants will be requested to contribute actively and share their experiences.

## Facilitators



### Wulf Pabst

Wulf Pabst worked as a freelance consultant and facilitator since the late 1990s focusing on Strategic Planning, Moderation, Political Communication and Political Practice (e.g. local government politics). In the field of political Education he worked as a trainer and facilitator for different institutions in Germany and abroad. As a Consultant, Wulf Pabst's clients included German and international associations, foundations, political organizations and parties as well as their branches. He now works full time with the Government of North Rhine-

Westphalia at the Ministry of Economics, Innovation, Digitalization and Energy.

Background: Wulf Pabst is a mechanical engineer, graduated from RWTH Aachen University. His political experiences include various board positions on different levels in the German liberal party FDP as well as a five-year term as an elected city councillor in the city of Aachen.



### Nick Clelland

Nick was elected to the Durban Metropolitan Council in 1996, and three years later to Parliament aged 27 – one of the youngest ever at the time. Since leaving Parliament, Nick has worked as a political advisor and consultant. He was part of the British Liberal Democrats General Election Campaign team, Chief of Staff for the Mayor of Auckland in New Zealand and Special Advisor to the Premier of the Western Cape. In the corporate world, Nick was the founding CEO of Resolve Communications and Director of Strategic Communications for female health app 'Clue' based in Berlin. Nick has trained political and government

leaders around the world since 2002. He is the author of 'Spin – the Art of Managing the Media' (Penguin Random House 2019).

He is a keen, yet mediocre, cyclist.

## The Foundation

We, the Friedrich Naumann Foundation for Freedom, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's International Academy for Leadership (IAF) form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.

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**Venue:** **International Academy for Leadership (IAF)**  
Theodor-Heuss-Straße 26  
51645 Gummersbach  
Germany

**Language:** English  
Spanish  
Arabic

**Registration:** 31 March 2023

**Registration fee:** 260.00 €



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