



**Hertie School**

Executive Education

**20**Years  
Hertie School



# Executive Education 2023/2024

Understand today. Shape tomorrow.



# Flexible training for professionals

Design the study plan that best fits your needs, from individual courses to certificate programmes.

In the ever-developing world of public affairs, life-long learning is key. Executive Education at the Hertie School offers a range of short courses for mid-career professionals, a flexible executive degree programme and customised seminars for institutional clients. All programmes are practice-oriented and focus on the fields of public management, governance, leadership, communication, decision-making and digital transformation.

Our professional development programmes offer tailor-made online and on-site seminars for clients across all sectors: public administration, international organisations, non-profits, the media, the corporate sector, think tanks and academia. Programmes combine policy insights, innovation in governance and administration with capacity development through leadership and management skills.

Join executives from across sectors and coming from over 60 countries in the heart of Berlin to enhance your skills, expand your network and take your career to the next level. We leverage the Hertie School's broad and deep expertise to address the needs of policy professionals who wish to expand their knowledge as they serve the public good. A renowned international faculty and experienced practitioners make our courses a unique forum for learning and professional exchange. Credits earned are transferable. Furthermore, you will become part of the Hertie School's extensive and very active alumni network.





**“Good Governance depends on the ability to take responsibility by both administration as well as people. At Hertie School, we learned that it is all about collaboration. It was an exciting professional experience.”**

Heba Ibrahim  
Information and Decision Support Center (IDSC),  
Egyptian Cabinet



**“We had a great time here in Berlin, learning how to apply innovations in the cities of Latin America. It was an excellent opportunity to generate collaboration between different stakeholders who are shaping smart cities in Europe. They have the experience that we can put in practice in Latin America.”**

Nicolas Siafas  
Secretary Rapporteur of the Commission of Modernisation,  
Citizen Participation and Technological Innovation of the  
Senate of the Province of Buenos Aires

# What we offer

## Overview

### Customised Programmes → page 5

- Tailor-made seminars and training sessions for clients from every sector, online or on-site in Berlin
- Content and format reflect the specific needs and interests of our clients

### Open Enrolment → page 8

- Executive Seminars
- Skills Training
- Workshops in Brussels and Berlin
- Certificate Programmes
- Joint Certificate Programmes with ESCP Europe
- Certificate within the European and Transnational Governance Network

### Open Programmes

- One-time training opportunities on societal issues
- Programmes designed jointly by Hertie School Executive Education and a wide range of partners from civil society, and the public and private sectors
- Open to all individuals fulfilling the eligibility criteria of the specific programme

### Executive Master of Public Administration

- Full-time (1-year) or part-time (2–4 years)
- Specialisations in ‘Leading innovation and managing change’, ‘Digitalisation and big data’ and ‘Global governance frontiers’
- MPA degree (60 ECTS credits)
- Credits from open enrolments are transferable



# Who we are

“I am proud to say that the Hertie School Executive Education team combines expertise and experience from all continents. Whatever the professional context and the challenge you or your team are facing – my colleagues and I will design the right learning journey for you!”

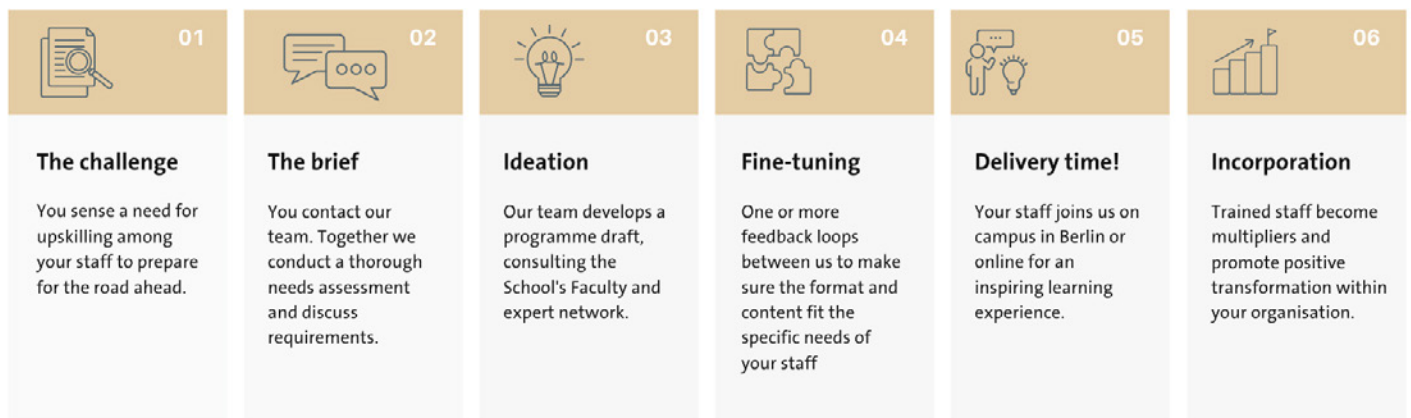


## Andrea Römmele

Dean of Executive Education, Professor for Communication in Politics and Civil Society and ThomasMann fellow

Andrea's research interests lie in comparative political communications, political parties and public affairs. She was Fulbright Distinguished Chair in Modern German Studies at the University of California, Santa Barbara and has been a visiting fellow at the Johns Hopkins University in Washington, D.C. (US) and the Australian National University in Canberra (AU). Andrea is co-founder and editor-in-chief of the Journal for Political Consulting and Policy Advice and also works as a consultant to political and corporate campaigns. Andrea is also one of thirteen Thomas Mann Fellows 2024.

# Customised process



# Customised programmes

Our customised programmes address the needs and interests of your institution by combining current academic research with its practical application. We offer tailored solutions for your team and provide first-hand insights into politics, media, administration, business and civil society, driving change and shaping the leadership of tomorrow.

## **Why collaborate with us?**

The Hertie School's Executive Education track is the one-stop shop for professionals seeking cutting-edge knowledge in the area of public administration, governance and innovation in Germany and beyond.

## **Leading with cutting-edge expertise**

State-of-the-art knowledge, learning through best-practice cases, and access to a network of Hertie School faculty and leading experts have helped participants create impact within their home institutions and well beyond.

## **Innovative learning formats**

- Choosing the most effective and fruitful learning format heavily depends on a group's composition and professional context as well as participants' individual professional backgrounds. In order to identify the most suitable combination of approaches we closely collaborate with our clients in the run-up to every training. Approved formats include: workshops, expert lectures, roundtables and fireside chats, site visits and field trips, debates and simulation games;
- Facilitation of peer learning drawing on participants' experiences and expertise;
- Advanced learning platforms for online distance learning.

## **Training solutions that drive impact**

The Hertie School can help you structure coherent solutions that create value across your organisation – from executives and board members, to members of ministerial cabinets, emerging visionary thinkers and frontline human rights defenders. Our collaborative learning solutions are designed to drive impact across different levels and contexts.

## **Programmes vary in duration**

- A couple of days (in-depth workshops including practical insights and cultural programmes)
- A couple of weeks (long-term seminars and academies)

# Unique learning experiences

## Areas of focus

### **Public administration and public finance**

- Fiscal governance and public financial management
- Public sector innovation and e-government
- Capacity building and performance management
- New forms of democratic governance, citizen participation and co-creation

### **Management and leadership in business and government**

- Regulation and compliance
- Corporate governance
- Public-private partnerships
- Corporate social responsibility
- Health and crisis management
- Communication management
- Interest representation
- Value-based leadership
- Social innovation and entrepreneurship
- Negotiation, mediation and conflict management

### **German politics, European integration and global governance**

- The German model: key features and success factors
- European governance and politics
- Global governance and international cooperation
- Rule of law, judicial reform and anti-corruption
- Human rights and security

### **Policy**

- Fiscal and monetary policy
- Economic and industrial policy, development and trade
- Sustainability, energy and climate change
- Social policy, education and public health
- International relations, crisis management and security policy
- Demography and migration policy

### **Digital transformation**

- Digital governance
- Drivers, channels and consequences of the digital revolution
- Implications for labour markets, education and training
- Implications for leadership and management in public and private organisations

# Selected customised programmes

Each year, we implement over 65 executive education projects for a broad range of global clients. Here a few examples:

## República.org

### Executive Training Week for Brazilian Public Sector Union Leaders

República.org

As part of our long-term partnership with the Rio-based institution República.org, we welcomed public sector trade union leaders from Brazil to Berlin for a 5-day executive week. Participants developed their political skills through a series of seminars, workshops and guest talks on the topic of unions, reform, leadership, and political communication. Participants explored what the challenges and opportunities in the new era of Brazilian politics will look like, what practical tools are needed to thrive in public life and in modern electoral politics, and what can be learned from Germany's experience with unions.



### Executive Training Programme on Public Sector Leadership

The Development Academy of the Philippines (DAP)

Following the successful conclusion of a Memorandum of Understanding and recognising the importance of supporting global democratic governance and public administration, the Hertie School and the DAP collaborated closely to roll out a distinctive executive program, focusing on parliamentary best practices and public sector leadership and innovation models. The programme allowed Philippine officials to learn from Germany's experiences and explore the applicability of existing German models in the Philippines. By engaging in a comparative analysis of different approaches employed in German legislative bodies, participants were challenged to think critically about the most effective ways to promote good governance and leadership in the public sector.



### Good Financial Governance School

Gesellschaft für Internationale Zusammenarbeit (GIZ)

The Good Financial Governance School is a 5-day training course designed for professionals in Public Financial Management (PFM) by the Hertie School in cooperation with GIZ. The objective of this rigorous programme is to update participants' knowledge on the Good Financial Governance approach, while addressing four key strategic priorities: feminist development policy, just transition, health, and poverty and inequality. The programme features a balanced mix of interactive sessions on relevant topics, as well as visits or exposure trips to selected institutions.



### Transformational Certificate

Intersectoral School of Governance Baden-Württemberg (ISoG BW)  
NRW School of Governance

Together with two other German Public Policy Schools, we have successfully launched the Transformational Certificate, a unique capacity-building initiative for the next generation of leaders in Germany. This certificate was developed in response to the German government's announcement that the "great transformation" towards a society that is more ecologically, economically, and socially sustainable would be a top agenda item for the years to come. Three modules introduce executives from German public administration, civil society and the private sector to concepts and dimensions of systemic transformation.

## Beruf:Politik

Hertie Stiftung

The aim of the Beruf:Politik (Profession:Politics) project is to investigate the causes of the alienation between politics and citizens, strengthen trust between the two groups, and enthuse German citizens to take on responsibility in parliaments and political parties again. Together with the Hertie Foundation, Hertie School Executive Education has invited politically interested people from various target groups to workshops - each with different topics relevant to the individual groups. Participants engage with experts on the diverse challenges of political work. So far, we have conducted workshops on municipal politics, science and politics, single parenting and politics, and migration history and politics.



## UN Executive Leadership Programme for Sustainable Development

United Nations System Staff College (UNSSC)  
Lee Kuan Yew School of Public Policy

The UN Executive Leadership Programme for Sustainable Development is a cooperation between the United Nations Systems Staff College, Hertie School Executive Education and the Lee Kuan Yew School of Public Policy. It consists of three interrelated paths intended to engage participants on sustainable development topics. With inputs from renowned experts, participants explore their own leadership development through intimate peer learning groups and exchange of shared experiences. The course enables senior leaders from all sectors to strengthen their cross-pillar knowledge and experience in the area of sustainable development.



## Transformation and Networking Training for Female Leaders

Gesellschaft für Internationale Zusammenarbeit (GIZ)

Presented jointly by Hertie School Executive Education and the Eastern Partnership Regional Fund for Public Administration Reform (PAR), GIZ, our Executive Training Programme in Berlin was dedicated to enhance women's leadership within the public sector. The 2-week training programme welcomed accomplished female executives from GIZ's Eastern Partnership countries (Ukraine, Georgia, Moldova, Armenia and Azerbaijan), offering immersive training in political communication, adaptive leadership, human resources, organization, followed by expert discussions at the German Bundestag and Ministries. Rooted in our main goals of strengthening leadership abilities, supporting personal growth, and fostering innovation, this initiative empowered women leaders to drive positive change within their organizations. Followed by a networking event, the programme enabled participants to develop cross-border relationships, exchange insights, and broaden horizons, enriching their professional journey.

## Public Sector Champions

KPMG AG Wirtschaftsprüfungsgesellschaft

The Hertie School in cooperation with the Public Governance Institute in Germany runs the 'Public Sector Champions' training programme for KPMG, which prepares young talents in the public sector segment for decision-making functions and processes, strengthening their proactive entrepreneurial thinking and acting. The programme interlinks participants across functions and prepares them for a long-term engagement in the KPMG public sector segment.

# Overview of open executive programmes

Participants can register for individual courses or can sign up for a certificate and select their course. Detailed course and programme descriptions can be found at [www.hertie-school.org/executive](http://www.hertie-school.org/executive).

All offers listed are open courses from the **Executive Master of Public Administration** programme. To plan your individual study plan with us, contact [executive@hertie-school.org](mailto:executive@hertie-school.org).

Online registration is available at [application.hertie-school.org](http://application.hertie-school.org).

**Executive seminars (3 days): € 1,890 per seminar**

**Skills training (2 days): € 1,890 per training**

**Workshops (4 days): € 3,000 per workshop**

**Executive certificates (9–12 days): € 7,560 per certificate (4 courses)**

			Hertie School Certificates						
			Leadership & Management	Public Financial Management	Intersectoral Management	Public Sector Innovation	Global Policy & Diplomacy	Digital Transformation	Management in the Public Sector
Executive Seminars	Date	Course	4 courses						
	05 – 07 Oct 2023	Strategic and Performance Management		•	•				
	09 – 11 Oct 2023	Digital Governance				•		•	•
	12 – 14 Oct 2023	European Union Governance			•		•		
	30 Oct – 01 Nov 2023	Challenges to Democracy in the 21st Century	•		•		•		•
	02 – 04 Nov 2023	Power and Influence: Leadership in Action	•			•	•		•
	29 Nov – 02 Dec 2023	Economics for Policy-Makers	•	•	•				
	04 – 06 Dec 2023	Smart Decisions in Government and Business	•	•	•	•			
	25 – 27 Jan 2024	Designing, Leading and Growing Organisations	•		•	•			
	29 – 31 Jan 2024	Demographic Change and Policy Challenges (CIVICA Honors Seminar)			•				•
	26 – 28 Feb 2024	Budgeting and Priority-Setting in Government		•		•			•
	29 Feb – 02 Mar 2024	Bureaucracies and Evidence-Based Policy-Making	•	•					•
	18 – 20 Mar 2024	When to Trust the Numbers: Informed Data Consumption		•				•	
	21 – 23 Mar 2024	Data Science for Decision-Makers		•				•	
	04 – 06 Apr 2024	New Wars, New Technology, New Diplomacy?					•		
	10 – 12 Apr 2024	Evaluation, Monitoring and Design of Policies and Programmes	•			•		•	•
	22 – 24 Apr 2024	Inclusive Organisations in the Digital Age			•			•	•
	25 – 27 Apr 2024	Sustainability		•	•		•		
	13 – 15 May 2024	People Management	•		•				•
	16 – 18 May 2024	Making Change Feasible: Institutional Change and Reform	•		•	•	•	•	•
	25 – 27 Mar 2024	Social Innovation and Entrepreneurship	•		•	•			
Workshops	07 – 10 Nov 2023	Workshop in Berlin	•			•			•
	11 – 14 Jun 2024	Workshop in Brussels	•		•	•	•		•
Skills Training	27 – 28 Nov 2023	Managing Non-Profit and Non-Governmental Organisations	•	•	•	•	•	•	•
	07 – 08 Dec 2023	Scenario-Building and Foresight	•	•	•	•	•	•	•
	04 – 05 Mar 2024	Writing for Public Policy	•	•	•	•	•	•	•
	08 – 09 Apr 2024	Negotiation and Mediation	•	•	•	•	•	•	•
	29 – 30 Apr 2024	Political Communication	•	•	•	•	•	•	•





“Being at the Hertie School was great, because I could take a step back and look at what I was seeing in the workplace in public management and analyse and understand it better. Using those frameworks, I could also improve what I was doing – I could identify what was missing, how I could do things better, or who else I needed to bring in.”

Riefqah Jappie  
Representative of the International  
Trade Centre to the United Nations

#### Executive Seminars (3 days)

Participants are introduced to the main academic concepts in a specific field as well as their practical application. They work on case studies and discuss phenomena against the background of their own experience.

**Price (per seminar): € 1,890**

#### Workshops (4 days)

The **Berlin Workshop** allows participants to experience the German machinery of government and policymaking first-hand and interact with experts, policymakers and practitioners working in and for the German government system.

The **Brussels Workshop** familiarises participants with European decision-making and includes meetings with high-level representatives from European institutions, associations, NGOs and companies.

**Price (per workshop): € 3,000**

#### Skills Training (2 days)

Participants develop knowledge and skills that can be directly applied in the workplace.

**Price (per training): € 1,890**

#### Executive Certificates (9–12 days)

Certificates focus on a specific area of interest and can be obtained by combining 3 executive seminars and 1 skills course. In addition to seven Hertie School certificates, two certificates can be obtained by visiting courses at both the Hertie School and ESCP Europe.

**Price per Certificate (4 courses): € 7,560**

(€ 7,770 if certificate programme includes a workshop)

# Selected open programmes

We also implement programmes open to individuals. Together with our partners, we provide programmes for specific stakeholder groups tackling these societal questions of utmost importance in their every-day work. See a few examples:



## Recharging Advocacy for Rights in Europe II

The Netherlands Helsinki Committee (NHC) and the Hungarian Helsinki Committee (HHC)

We're bringing together human rights defenders under the "Recharging Advocacy for Rights in Europe" project, a collaborative effort with the Hungarian, Polish, and Netherlands Helsinki Committees, as well as Oxfam Novib. RARE, currently in its second phase, places a strong emphasis on transnational networking and capacity-building for national human rights defenders and rule of law NGOs in EU member states. The aim is to enhance their effectiveness both domestically and within the EU. Participants are involved in modules covering topics such as strategy, communication, advocacy, and leadership. Funding for this project is provided by a consortium of donors, including Stiftung Mercator, ERSTE Foundation, Council of Europe, OSCE Office for Democratic Institutions and Human Rights (ODIHR), Open Society Foundations, Oak Foundation, and Oxfam Intermon, among others.



## Strengthening Capacities for Rights in Georgia

Netherlands Helsinki Committee; Georgian Democracy Initiative; Human Rights Centre Georgia

In collaboration with the Netherlands Helsinki Committee, Georgian Democracy Initiative, and Human Rights Centre Georgia, the Hertie School launched the "Strengthening Capacities for Rights in Georgia" project. It aims to enhance the capabilities of Georgian human rights civil society organizations (CSOs) to promote and assess the effective implementation of national human rights strategies and increase awareness of human rights. The project includes two modules: one for local CSOs and one for CSO representatives who will act as programme multipliers. This capacity-building programme is part of the broader EU initiative "Support to Human Rights, Democracy, and Integrated Territorial Development in Georgia."



**LUISS**   
School of Government



## European CAPITALS Programme

LUISS School of Government; International School for Government at King's College London

The European CAPITALS programme, offered jointly by the Hertie School (Berlin), LUISS School of Government (Rome), and King's College International School for Government (London), encourages the sharing of knowledge among European executives across diverse sectors. It offers chances to gain insights from academics, professionals, and colleagues, promoting a more profound comprehension of public administrations in Germany, Italy, and the UK. This six-month programme encompasses three 3-day modules held in distinct European capitals, featuring scholars, government officials, and representatives from various organisations. The primary aim is to enhance cooperation among European nations, including those outside the European Union.



## STARLIGHT

Hungarian Helsinki Committee

STARLIGHT provides legal practitioners in the European Union (EU) with the skills and knowledge to apply the EU Charter for Fundamental Rights (CFR) in strategic litigation. Over a period of 12 months, participants in the capacity-building programme benefit from on-line and on-site seminars, workshops, legal clinics, and networking opportunities to accomplish two main goals: applying the CFR in rule of law, asylum and migration, or criminal justice cases, and acquiring crucial skills to engage in strategic litigation at the EU level. The STARLIGHT project is an initiative of the Hertie School and the Hungarian Helsinki Committee and is funded by the EU.



# About the Hertie School

The Hertie School is a private university in Berlin, one of Europe's most dynamic capitals. As an ambassador of good governance, the school is characterised by interdisciplinary and practice-oriented teaching, first-class research and an extensive global network. A renowned international faculty with expertise in economics, business, law, political and social science take an interdisciplinary, policy-oriented approach to the school's teaching and research agenda.

Our faculty in the executive programme, supported by experts from all sectors, provide high-level training in management, leadership and governance. In addition to the Executive MPA and executive training programmes, the Hertie School offers three masters' programmes in public policy, data science and international affairs that prepare exceptional students for leadership positions in government, business and civil society, as well as doctoral programmes.

Public events with leaders and experts from politics, the media, NGOs and private businesses make the Hertie School a centre for public dialogue in the heart of Europe. The Hertie School is a member of the Open Society University Network and the Global Public Policy Network. With over 26 international partner universities and more than 65 countries represented on its campus, the Hertie School brings the world together. Founded in 2003 by the Hertie Foundation, which remains its major partner, Hertie School is accredited by the State, the German Sciences Council and the ACQUIN accreditation agency.



“Based on cutting-edge research and insightful discussions with leading experts, the Hertie School's executive education course on disinformation and scientific communication has helped me develop hands-on strategies that improve my daily work. Even more importantly, the program was a great opportunity for me to connect with fellow media professionals who share similar challenges, but also the same passionate belief in fact-based communications.”

Bastian Kaiser  
Senior Digital Communications Manager,  
Munich Security Conference

