Executive Education
2021/2022
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.

What we offer

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<td>• Tailor-made seminars and training sessions for clients from every sector, online or on-site in Berlin</td>
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<td>• Content and format reflect the specific needs and interests of our clients</td>
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<td>• Executive Seminars</td>
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<td>• Joint Certificate Programmes with ESCP Europe</td>
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<td>• Certificate within the European and Transnational Governance Network</td>
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<td>Executive Master of Public Administration</td>
<td>• Full-time (1-year) or part-time (2–4 years)</td>
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<td></td>
<td>• Specialisations in ‘Leading innovation and managing change’, ‘Digitalisation and big data’ and ‘Global governance frontiers’</td>
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<td></td>
<td>• MPA degree (60 ECTS credits)</td>
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<td>• Credits from open enrolments are transferable</td>
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<tr>
<td>European Capitals</td>
<td>• Joint programme by the Hertie School’s Executive Education department, the LUISS School of Government, Rome (Italy), and the International School for Government, King’s College London (UK)</td>
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<td></td>
<td>• Focus on policy and management processes in European countries</td>
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<td>• Contributes to building a pan-European network among public policy and management executives</td>
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<td>• Three modules take place in Rome, Berlin and London</td>
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“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
Who we are

Andrea Römmele
Dean of Executive Education and Professor for Communication in Politics and Civil Society
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.

Eva Savinova
Team Lead and Manager Executive Education
Eva is responsible for the development and management of high profile executive training programmes and international partnerships. Eva holds a master’s degree in European Studies and Politics from the University of Konstanz (DE) and the University of California, Berkeley (US). Before joining the Hertie School, she worked in several international companies in Switzerland and was a researcher at the United Nations Headquarters in New York.

Oliver Klawitter
Project Coordinator Executive Education
Oliver is responsible for customised programmes and communication strategies. Previously he was heading the Brussels Liaison Office of Kiron Open Higher Education (KHE). He has worked at the European Commission Education (Audiovisual and Culture Executive Agency), University of Aix-Marseille (FR) and the advertising agency Jung von Matt. Oliver holds a bachelor’s degree in Political Science and Media Science from Technische Universität Dresden and a master’s degree in Social and Business Communications of the Berlin University of the Arts.

Johanna Barckhausen
Project Coordinator Executive Education
Johanna is responsible for customised programmes and communications. She studied Social Sciences and Portuguese at Humboldt-Universität zu Berlin and Universidade Nova de Lisboa (PT). She earned her master’s degree in Romance Cultural Studies at Humboldt-Universität and Federico Secondo University (IT). Before joining the Hertie School, Johanna gained experience in different institutions within the field of intercultural communication.

Martina Specht
Finance Associate Executive Education
Martina is responsible for financial management and contracts. She holds a degree in business administration (FH) from the FOM Berlin. Before joining the Hertie School, she gained experience with various companies such as Biotec and Mobile Business Solutions/Mobile Marketing.

Bernhard Knoll-Tudor
Director of Executive Education and Adjunct
Prior to his appointment at the Hertie School, Bernhard served as director of the Global Policy Academy at Central European University, Budapest (HU). He worked for ten years for the Organization for Security and Co-operation (OSCE) in Sarajevo, Pristina and Warsaw and held positions at the European Union Monitoring Missions in the United Nations Administration Mission in Kosovo, and with the Austrian Ministry of Foreign Affairs. Bernhard obtained his PhD from the European University Institute in Florence (IT) and his MLA from John Hopkins/SAT in Washington, D.C. (US).

Susan Giseling
Project Coordinator Executive Education
Susan is responsible for customised programmes as well as for fundraising and online formats. Prior to joining the Hertie School, she spent several years running international education programmes in Egypt and South Africa. Susan holds a master’s degree in International relations from Freie Universität Berlin and studied at Westfälische Wilhelms-Universität Münster (DE) and the American University in Washington, D.C. (US).

Frank Garrison
Project Coordinator Executive Education
Frank is responsible for open programmes and customised programmes. He is a graduate of the Hertie School and the Maxwell School of Citizenship and Public Affairs at Syracuse University (US). Before re-joining the Hertie School, Frank worked as a consultant, assisting governments with strategic projects related to sustainability and economic development.

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.

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

**German Election Series**

Open Society Foundations

Ahead of the key election year in Germany, and Chancellor Angela Merkel’s departure from the world stage, the German Election Series aimed at offering staff of Open Society Foundations insights into the key issues driving the 2021 German elections, and the relevance of these issues and the elections for ongoing work at OSF. The series consisted of seven sessions and two public events that discussed changes that can be anticipated from a new government and new leadership team in Berlin. The public panels featured leading politicians and key experts, discussing the foreign policy priorities of major parties in the German Bundestag and their views on European integration as well as Germany’s efforts to address climate change.

**Executive Training on Strategic Human Resources Management in the Public Sector**

Republica.org

As part of our comprehensive long-term partnership with the Rio-based foundation República.org, we launched a series of 4-day executive online seminars on “Strategic Human Resources Management in the Public Sector” to be continued over the next years. Public servants from Brazil’s local, regional and federal administration come together to discuss successful pilot projects as well as challenges they face in their efforts towards building a modern and citizen-oriented public service. Besides latest research on innovative HRM models, leadership skills and forecasting tools are on the agenda.

**Recharging Advocacy for Rights in Europe**

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

Throughout 2021 and 2022, we are bringing together 25 human rights defenders and their organisations in the context of the project Recharging Advocacy for Rights in Europe, a joint initiative with the Hungarian and Netherlands Helsinki Committees. It focuses on transnational networking and capacity building among national human rights defenders and rule of law NGOs in EU member states so that they can act together more effectively at home and EU level. Participants will take part in learning modules or camps, focused on strategy and foresight, communications, advocacy and leadership among others. The programme is funded by a network of donors including Stiftung Mercator, ERSTE Foundation, Council of Europe, OSCE Office for Democratic Institutions and Human Rights (ODIHR), Austrian, Dutch and German Ministries of Foreign Affairs, Friedrich Ebert Stiftung, National Endowment for Democracy, and Oak Foundation.

**AU Staff training on migration policy**

Gesellschaft für Internationale Zusammenarbeit (GIZ)

Over the course of 2020 we conducted a project titled “Support to the African Union in the area of migration and refugees” for African Union Commission staff working on migration, where we developed a tailor-made executive training on public policy and management in the field of migration and displacement. The training equipped AU staff with the skills to actively lead change processes within the organisation, improving communication with and outreach to member states and advocate its mission with regional and international stakeholders. The project was funded by the GIZ.

**Countering Disinformation for Policymakers**

Vodafone Stiftung Deutschland

The Hertie School, in partnership with the Vodafone Stiftung Deutschland, runs a programme on disinformation and scientific communication. The workshops equip policymakers with knowledge and skills needed to counter disinformation. Participants and experts look at many subtopics, including theoretical approaches to scientific communication, balancing misinformation and free speech, the role of artificial intelligence in cleansing online information, the role of journalists in unmasking fake news, and election campaign manipulation with online bots.

**Summer Schools on Entrepreneurship, Law and Management**

Gesellschaft für Internationale Zusammenarbeit (GIZ)

In cooperation with GIZ and four African partner universities we ran intensive 2-week trainings for aspiring lawyers and entrepreneurs from Tunisia, Ghana and the Ivory Coast, where promising start-up scenes have been emerging recently. The aim of the programme was to support young entrepreneurs and their future legal advisors. Under the lead of renowned international and local experts, participants refined their management, leadership and communication skills, enabling them to strategically approach the implementation of their business ideas and embark on healthy growth paths. The programme also focused on the necessary legal skills and international standards which will make local start-ups eligible for international investment in the future.

**Training on Evidence-Informed Policy-making**

Joint Research Centre (JRC) of the European Commission

In 2020, the Hertie School partnered with the Joint Research Centre (JRC) of the European Commission to conduct a pilot series of online and onsite trainings designed to introduce European policymakers to tools that help them make good use of evidence in policy-making. The courses included training on artificial intelligence, tools to navigate between different types of evidence (analytical skills), and reflections on how to deal with the many political, bureaucratic and societal challenges of evidence-informed policy-making (political management skills). Participants came from multiple levels of governance including European institutions as well as national, regional and local governments from member states across the EU.

**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.
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.

Online registration is available at application.hertie-school.org.

### Overview of open executive programmes

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<tr>
<th>Executive Trainings</th>
<th>Number of Courses</th>
<th>Cost per Training</th>
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<tr>
<td>Executive Seminar</td>
<td>(3 days)</td>
<td>€ 1,690 per seminar</td>
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<tr>
<td>Skills Training</td>
<td>(2 days)</td>
<td>€ 1,690 per training</td>
</tr>
<tr>
<td>Workshops</td>
<td>(4 days)</td>
<td>€ 1,000 per workshop</td>
</tr>
<tr>
<td>Executive Certificates</td>
<td>(9–12 days)</td>
<td>€ 6,760 per certificate (4 courses)</td>
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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): € 1,690**

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.

**Price per Certificate (4 courses): € 6,760**

**Price per Certificate (4 courses): € 6,760 if certificate programme includes a Workshop**

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<tr>
<th>Date</th>
<th>Course</th>
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<td>4 – 6 Oct 2021</td>
<td>Bureaucracies &amp; Evidence-Based Policy-Making</td>
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<tr>
<td>7 – 9 Oct 2021</td>
<td>Public Sector Innovation</td>
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<tr>
<td>11 – 13 Oct 2021</td>
<td>Strategic and Performance Management</td>
</tr>
<tr>
<td>25 – 27 Oct 2021</td>
<td>Designing, Leading and Growing Organisations</td>
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<tr>
<td>28 – 30 Oct 2021</td>
<td>Power and Influence: Leadership in Action</td>
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<td>15 – 17 Nov 2021</td>
<td>Global Regulatory Power</td>
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<td>20 Nov – 2 Dec 2021</td>
<td>Economics for Policy-Makers</td>
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<tr>
<td>6 – 8 Dec 2021</td>
<td>Ethics and Governance of Digital Technology</td>
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<tr>
<td>9 – 11 Dec 2021</td>
<td>Social Innovation and Entrepreneurship</td>
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<td>11 – 19 Jan 2022</td>
<td>Digital Campaigning</td>
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<td>20 – 22 Jan 2022</td>
<td>Nudging and Experimental Policy Evaluation</td>
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<td>31 Jan – 2 Feb 2022</td>
<td>Budgeting and Priority-Setting in Government</td>
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<td>3 – 5 Feb 2022</td>
<td>European Union Governance</td>
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<tr>
<td>21 – 23 Feb 2022</td>
<td>When to Trust the Numbers: Informed Data Consumption</td>
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<tr>
<td>28 Feb – 2 Mar 2022</td>
<td>Artificial Intelligence for Decision-Makers</td>
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<td>17 – 19 Mar 2022</td>
<td>Sustainability</td>
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<td>21 – 23 Mar 2022</td>
<td>Conflict Prevention and Crisis Management</td>
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<td>4 – 6 Apr 2022</td>
<td>Managing Organisational Change</td>
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<tr>
<td>25 – 27 Apr 2022</td>
<td>Inclusive Organisations in the Digital Age</td>
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<tr>
<td>28 – 30 Apr 2022</td>
<td>Digital Governance</td>
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<td>4 – 6 May 2022</td>
<td>Good Governance and Anti-Corruption</td>
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<tr>
<td>10 May – 1 June 2022</td>
<td>Smart Decisions in Government and Business</td>
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<tr>
<td>2 – 5 Nov 2021</td>
<td>Workshop in Berlin</td>
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<td>14 – 17 Jan 2022</td>
<td>Workshop in Brussels</td>
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<tr>
<td>18 – 19 Nov 2021</td>
<td>Managing Non-Profit and Non-Governmental Organisations</td>
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<td>3 – 4 Dec 2021</td>
<td>Management of Transformation and Innovation Projects</td>
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<td>24 – 25 Feb 2022</td>
<td>Data Skills</td>
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<td>24 – 25 Mar 2022</td>
<td>Negotiation and Mediation</td>
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<td>7 – 8 Apr 2022</td>
<td>Writing for Policy-Makers</td>
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<td>2 – 3 May 2022</td>
<td>Political Communication</td>
</tr>
<tr>
<td>2 – 3 Jun 2022</td>
<td>Scenario-Building and Foresight</td>
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**“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 Sifnas
Secretary Rapporteur of the Commission of Modernisation, Citizen Participation and Technological Innovation of the Senate of the Province of Buenos Aires.
“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
What we offer

- Customised courses for institutional clients
- Open enrolment in our executive courses in the field of public administration, management and leadership
- Open courses and specialised weeks

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