



Hertie School

Executive Education



Executive Education 2022/2023

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



“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

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

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

European Capitals

- 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)
- Focus on policy and management processes in European countries
- Contributes to building a pan-European network among public policy and management executives
- Three modules taking place in Rome, Berlin and London



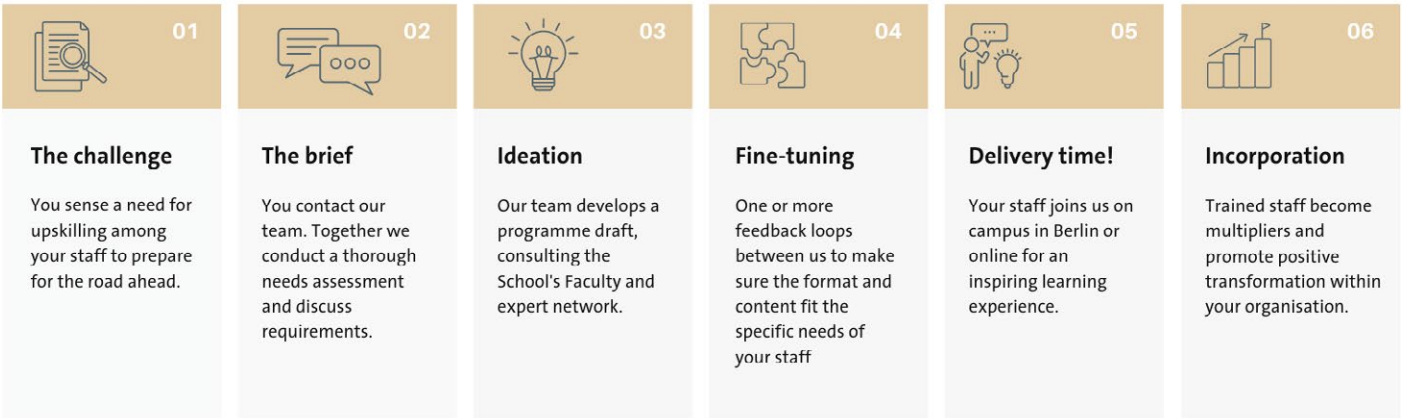
Who we are

“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 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.

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 100 executive education projects for a broad range of global clients. Here a few examples:

República.org

Executive Training on Strategic Human Resources Management in the Public Sector

República.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.



Summer Schools on Entrepreneurship, Law and Management

Gesellschaft für Internationale Zusammenarbeit (GIZ)

In cooperation with GIZ and several African partner universities we ran intensive 2-week trainings for aspiring lawyers and entrepreneurs from Tunisia, Ghana, the Ivory Coast, Ethiopia and South Africa, 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.



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.



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.



LUISS
School of Government



European CAPITALS Programme

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

The European CAPITALS programme is offered jointly by the Hertie School (Berlin), the LUISS School of Government (Rome) and the International School for Government at King's College (London). It gives European executives from government, business and civil society an opportunity to share insights and gather new ideas from renowned academics and practitioners as well as through peer learning. Throughout the programme, participants develop a deeper understanding of public administrations in Germany, Italy and the UK. Over the course of six months, they travel to three European capitals for 3-day modules taught by scholars, government officials, and representatives from public and private organisations. The underlying aim is to foster stronger ties among European countries, including those outside the European Union.



Training on Evidence-Informed Policy-making

Joint Research Centre (JRC) of the European Commission

Hertie School Executive Education 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.



Recharging Advocacy for Rights in Europe

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

We are bringing together human rights defenders and their organisations in the context of the project, Recharging Advocacy for Rights in Europe, a joint initiative with the Hungarian, Polish and Netherlands Helsinki Committees as well as Oxfam Novib. Now in its second iteration, RARE 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, 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), Open Society Foundations, Oak Foundation, and Oxfam Intermon among others.



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.

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.

- 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)

	Date	Course	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	6 – 8 Oct 2022	Bureaucracies & Evidence-Based Policy-Making	•	•					•	
	10 – 12 Oct 2022	Strategic and Performance Management		•	•					
	24 – 26 Oct 2022	Power and Influence: Leadership in Action	•			•	•		•	
	27 – 29 Oct 2022	Experimental Methods		•		•				
	07 – 09 Nov 2022	International Law and Current Conflict: Aggression, Self-Defence, Sanctions, Self-Determination					•			
	10 – 12 Nov 2022	Development Economics		•			•		•	
	14 – 17 Nov 2022	Economics for Policy-Makers	•	•	•					
	5 – 7 Dec 2022	Ethics and Governance of Digital Technology				•		•	•	
	26 – 28 Jan 2023	Designing, Leading and Growing Organisations	•		•	•				
	30 Jan – 1 Feb 2023	Smart Decisions in Government and Business	•	•	•	•				
	6 – 8 Feb 2023	European Union Governance			•		•			
	16 – 18 Feb 2023	Budgeting and Priority-Setting in Government		•		•			•	
	20 – 22 Feb 2023	Sustainability		•	•		•			
	23 – 25 Feb 2023	Social Innovation and Entrepreneurship	•		•	•				
	16 – 18 Mar 2023	Public Sector Innovation	•		•	•			•	
	20 – 22 Mar 2023	When to Trust the Numbers: Informed Data Consumption		•				•		
	23 – 25 Mar 2023	Data Science for Decision-Makers		•				•		
	17 – 19 Apr 2023	Evaluation, Monitoring and Design of Policies and Programmes	•			•		•	•	
	20 – 22 Apr 2023	Managing Organisational Change	•			•		•	•	
	4 – 6 May 2023	Good Governance and Anti-Corruption	•	•		•			•	
Workshops	29 Nov – 2 Dec 2022	Workshop in Berlin	•			•			•	
	20 – 23 Jun 2023	Workshop in Brussels	•		•	•	•		•	
Skills Training	13 – 14 Oct 2022	Negotiation and Mediation	•	•	•	•	•	•	•	
	18 – 19 Nov 2022	Managing Partnerships and Alliances	•	•	•	•	•	•	•	
	8 – 9 Dec 2022	Political Communication	•	•	•	•	•	•	•	
	2 – 3 Feb 2023	Scenario-Building and Foresight	•	•	•	•	•	•	•	
	27 – 28 Mar 2023	Data Skills	•	•	•	•	•	•	•	



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

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

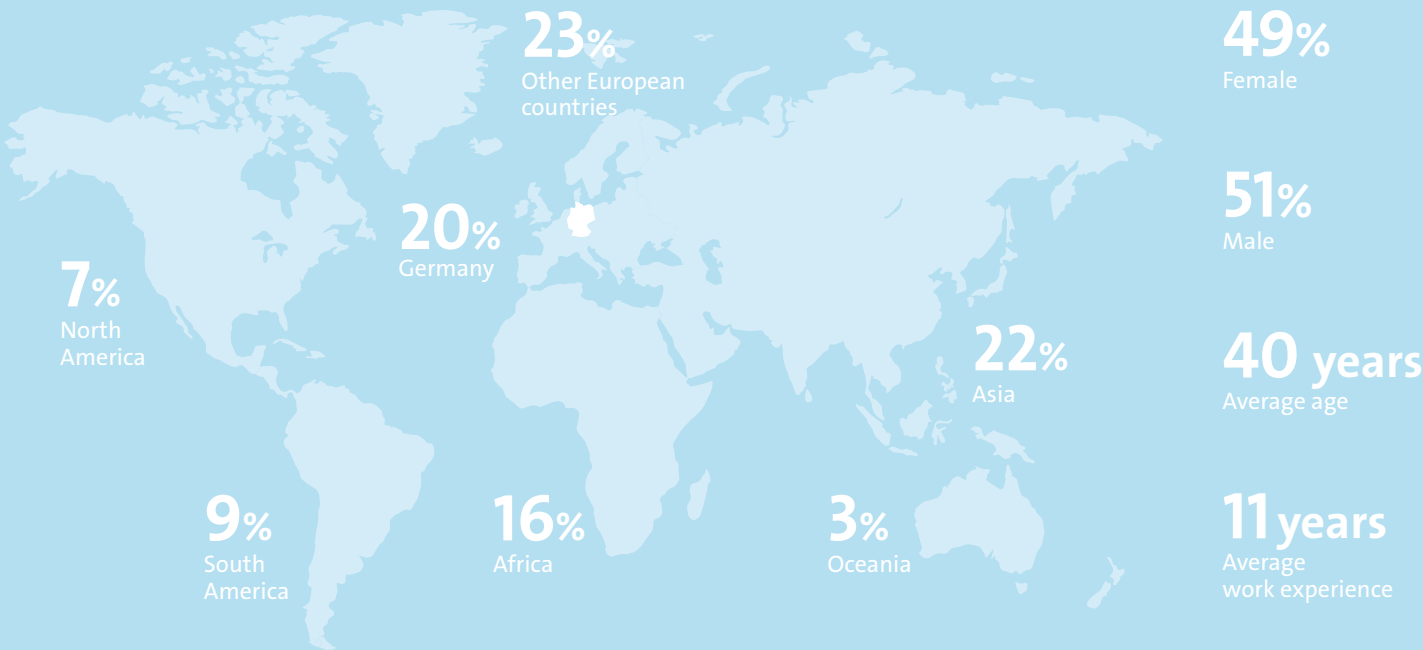
Skills Training (2 days)
Participants develop knowledge and skills that can be directly applied in the workplace.
Price (per training): € 1,890

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)



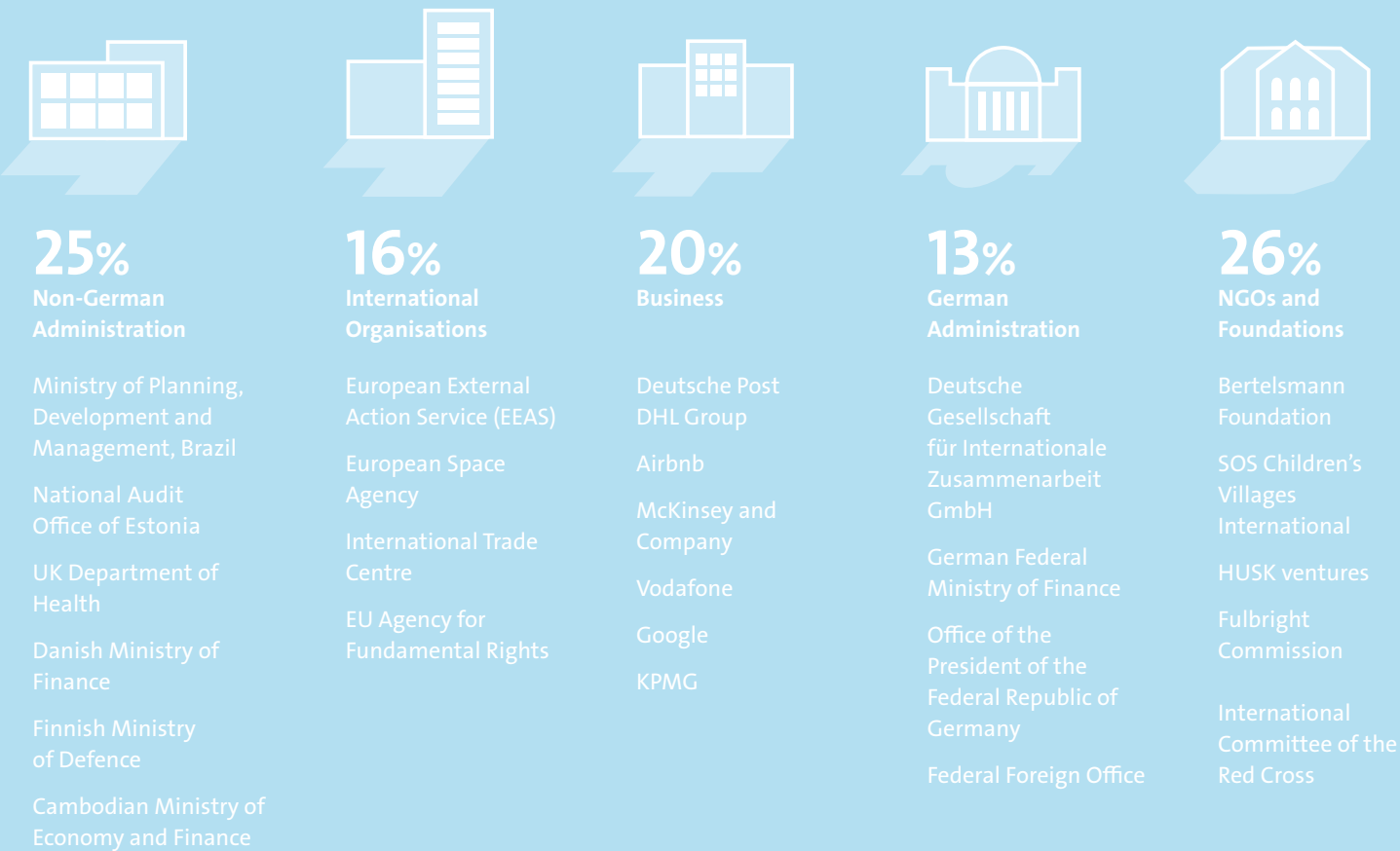
Diversity: A key to success

Participants from more than 60 countries



Intersectoral: Careers in all fields

Career paths of alumni by sector (percentage). Some examples:



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

