Strategic Management of Public Service Organizations (PADM-GP 2110-1-001)
Spring 2015 - SYLLABUS

COURSE INFORMATION
Instructor: Thomas D’Aunno, Ph.D., Professor of Management
Email: tdaunno@nyu.edu
Class dates: Wednesdays, January 28-May 6
Class time: 11.00 am-12.40 pm
Location: 25 W. 4th St., Room C-20
Office hours: On request (by email)

COURSE OVERVIEW
This course focuses on questions of mission and vision ("What areas or activities should we be working in?") and on questions of strategy and operations ("How can we perform effectively in this area?"). We will cover both strategy formulation ("What should our strategy be?") and strategy implementation ("What do we need to do to make this strategy work?").

All organizations – government agencies as well as non-profit or private companies with a public purpose – face substantial challenges that demand strategic responses, often in uncertain economic, social, or political contexts. To deal effectively with these challenges, managers need knowledge and skills in strategic management: setting and aligning goals with the organization’s mission; handling complex trade-offs between demand for services and resource constraints; leading organizational change; defining measures of success; improving work processes; motivating staff and other stakeholders; cultivating relationships with relevant groups; and dealing with crises and environments in transition. In short, the course emphasizes the multiple, related requirements of the leader/manager's job: analysis, creativity, and action.

COURSE OBJECTIVES
The two primary objectives of the course are to (1) introduce and apply analytic frameworks used in formulating and implementing strategies at the general manager level and (2) integrate managerial skills acquired in other courses and through personal experience. Thus, students who successfully complete this course will be able to:

- Analyze complex community, sector and organizational situations from a general management point of view, using a comprehensive strategic framework;
- Develop and/or identify potential alternative strategies for pursuing organizational mission and vision and for working with diverse communities of stakeholders to achieve shared goals;
- Assess the implications of strategic options, including potential for achieving advantages and for effective implementation, for satisfying the values and needs of a variety of stakeholders [community, clients, etc.];
- Prepare plans for executing strategies successfully within realistic economic, social, and temporal parameters and within clearly articulated values and ethical standards;
- Work effectively with colleagues in bringing multiple perspectives and diverse skills together to produce innovative solutions to complex situations, and;
- Make, support analytically, and communicate clearly strategic decisions from a managerial and leadership perspective.

READINGS
Students are expected to be prepared for class discussions and participate fully. They will be encouraged to share their own experiences relevant to the topics and cases being explored.

The two required texts for the course will be available at the NYU Bookstore, online, or on library reserve:


A series of case studies will be available for purchase at www.ksgharvard.edu/ or www.hbsp.harvard.edu.

COURSE REQUIREMENTS
There are three basic requirements for the course:

Class participation (20%): Your active participation is critical. Productive discussion depends on students reading and analyzing the materials beforehand and coming to class ready to present a diagnosis of the problems presented and possible solutions. Students are expected to attend all classes, have thoroughly prepared the assigned cases and readings, participate fully in small group and class discussions, and act as group spokesperson for case presentations.

Written case analyses (45%): each student will complete three individual, written case analyses (cases are marked in the syllabus and due on February 18, April 1 and April 22). The requirements for the case analysis are described below as Assignment 1.

Group project (35%): students will be assigned to work in teams and do a strategic analysis of an organization. Each team will submit a comprehensive analysis with strategic recommendations; teams will present their projects and recommendations in class on the last day of the term. The requirements for the group project are described below in Assignment 2.

All submitted papers, whether individual or group, are to be original work with full and complete citations of any materials drawn from other sources [articles, books, interviews, etc.].

All assignments must be submitted on the stated due dates unless I grant an extension prior to the due date.

COURSE POLICIES
Attendance. You should arrive to class on time. Any absence must be explained and justified beforehand.

Late assignments. Extensions will be granted only in case of an emergency, out of respect for those who abide by deadlines despite hectic schedules. Late submissions without prior permission will be penalized by ½ a letter grade per day (e.g., B+ to B).

Students with disabilities. Any students requiring accommodation should contact me to make proper arrangements. Please be prepared to share your documentation from the NYU disabilities office.

NYU/Wagner grading policy: http://wagner.nyu.edu/current/policies/grading.php

NYU/Wagner academic integrity policy: http://wagner.nyu.edu/current/policies/

Course Session Calendar

1. Introduction 1/28/15
2. Mission and vision 2/4/15
3. Management, leadership, and strategy 2/11/15
4. Models of strategy formation 2/18/15
5. Assessing your organization 2/25/15
6. Assessing the environment 3/4/15
7. Putting it all together (portfolio analysis) 3/11/15
8. Growth strategies 3/25/15
9. Retrenchment/stability strategies 4/1/15
10. Collaborative strategies 4/8/15
11. Collaborative strategies (cont’d) 4/15/15
12. The strategic plan and management systems 4/22/15
13. Implementing the strategic plan 4/29/15
14. Leading organizational change, course summary 5/6/15

COURSE SCHEDULE AND ASSIGNMENTS

Class 1: Introduction (January 28)
Learning objectives

• To define the nature and scope of the course, including the basic conceptual framework and approach
• To explore the basic course themes of strategic thinking and strategic leadership

Readings

• Moore, Introduction and Chapter 1 (pp. 1-23)
• Kearns, Chapter 1 (pp. 3-31)

Class 2: Mission and Vision (February 4)
Learning objectives
• To demonstrate the process of strategic thinking in a complex institutional setting involving both organizational and interpersonal challenges
• To introduce the central concepts of mission and vision in the development of organizational strategy
• To identify and recognize the difference between strategy and tactics in assessing organizational options in a difficult context

Readings
• Assignment: complete the LEAD Self-Assessment Survey and Scoring for Class 3 (available on NYU Classes)

Class 3: Strategy and Leadership (February 11)
Learning objectives
• To understand and apply the distinction between leadership and management in an organizational context
• To understand the various levels and forms that leadership might take in an organizational context
• To identify the underlying skill sets of professional, management and leadership roles and functions

Readings

Class 4: Developing Strategy: Models of Strategy Formation (February 18)
Learning objectives
• To develop a practical framework for assessing external opportunities and threats and internal strengths and weaknesses in the context of organizational mission
• To develop the ability to think critically when reviewing planning assumptions, analyses, and strategic recommendations
• To develop the ability to support proposed actions with rigorous analysis and clear logic

Readings
• Case (memo 1): Appalachian Mountain Club, Electronic Hallway, 2000
• Kearns, Chapter 2 (pp. 32-49)
• Moore, Chapter 3 (pp. 57-102)
• Smergut, P. “Strategic Planning on a Budget” Nonprofit World: July/Aug 2005, 14-16.
Class 5: Internal Assessment (February 25)
Learning objectives
- To understand the role of organizational culture and mission in evaluating the potential effectiveness of strategic options
- To be able to define the underlying ‘business’ or operational and economic models of an organization’s major activities

Readings
- Moore, Chapter 4

Class 6: Assessing Your Environment (March 4)
Learning objectives
- To understand how the phenomena of resource scarcity and competition define the need for strategy
- To understand the core functions of ‘competitors’, ‘customers’, ‘holder of resources’, ‘referee’, and ‘allies’ in a strategic context
- To develop a comprehensive diagnostic approach for conducting a complete strategic review of an organization in its full internal and external context

Readings
- Kearns, Chapter 3 (pp. 50-107)
- Moore, Chapter 5

Class 7: Putting it All Together (March 11)
Learning objectives
- Understand the importance of portfolio analysis
- Know how to use the MacMillan Matrix to decide what strategies to use (and not use) for your organization’s divisions (portfolio analysis)

Readings
- Kearns, Chapter 4 (pp. 108-134).
Class 8: Growth Strategies (March 25)
Learning objectives
- To be able to assess the potential and desirability of organizational growth in terms of its implications for organization culture and mission and for effectiveness
- To explore the implications of alternative growth strategies in terms of resource and market viability
- To define clearly and distinguish the three levels of strategic thinking: conceptual, analytical, and operational

Readings
- Kearns, Chapter 5 (135-161)
- Dees, J. G., Battle Anderson, B. & Wei-Skillern, J. Scaling Social Impact,
- Optional case: The Social Security Administration

Class 9: Retrenchment Strategies (April 1)
Learning objectives
- To understand the essential need for clarity of vision in developing strategic options and maintaining focus in times of retrenchment
- To know alternative approaches to retrenchment, including strategies and tactics

Readings
- Case (memo 2): Managing cutbacks at the Washington State Department of Social and Health Services (A), Maxim, C. Evans School of Public Affairs, University of Washington. The Electronic Hallway.
- Kearns, Chapters 6-7 (pp. 162-240)

Class 10: Collaborative Strategies (April 8)
Learning objectives
- To be able to identify and balance multiple external and internal stakeholder interests in forming and managing strategic alliances
- To understand the dynamics of collaborative strategies over time; know key management and leadership challenges and options to address them

Readings
- Case: Social Service Mergers: Hope Services and Skills Center, Stanford Graduate School of Business, 2008
- Kearns, Chapter 8 (pp. 241-270).

Class 11: Collaborative Strategies (cont’d) (April 15)
Readings

Class 12: Strategic Plan and Management Systems (April 22)
Learning objectives
- To examine the ‘stepdown’ process from mission to operations and to be able to develop key performance indicators
- To be able to understand and use the balanced scorecard as a performance management tool for monitoring the effective implementation of vision and strategy

Readings
- **Case (memo 3): Mayor Anthony Williams and Performance Management in Washington, DC (Harvard Kennedy School)**
- Moore, Chapter 4 (pp. 103-134).

Class 13: Implementing the Strategic Plan (April 29)
Learning objectives
- To appreciate the challenges in translating broad concepts and grand visions into effective action ‘on the ground’, especially in the face of resistance
- To be able to manage issues of power and politics in implementing a plan
- Understand the role of social networks in organizational change

Readings
- **Case**: Elizabeth Parker, A and B; Skinner & Burst, Harvard Business School, 2006.
- Moore, Chapter 5 (pp. 135-189).

Class 14: Leading Organizational Change (May 6)
Learning objectives
- Know key principles and practices for leading organizational change
- Understand the strengths and weaknesses of major approaches to organizational change
- Understand sources of resistance to change and how to address them
- Understand how successful organizational change rests on an effective diagnosis of an organization, drawing on key concepts from the course

Readings
- Kearns, Conclusion (271-316).
• Moore, chapter 6-7 (pp. 193-292) and Conclusion (pp. 293-309).
Assignment 1: Case Analysis Memo

Purpose and requirements
You will complete two case analyses that provide an opportunity to develop your skills in assessing an organizational situation and providing support for a particular course of recommended action. These assignments will be in the form of a memo addressed to the executive director of the focal organization, not to exceed 2 single spaced pages. The memo must identify the problem as you see it, recommend solutions, and provide support for your perspective. An analysis memo is a short document designed to communicate essential information about an issue to a busy decision-maker.

State one problem presented by the case and briefly explain the context in which key decisions must be made. Next, describe and assess proposed solutions to the problem, which you believe is the best course of action, and your reasons. Identify the next steps if your proposed solution is adopted and outline a “Plan B” in the event that your proposed solution fails. Show how the readings informed your understanding of the case and influenced your decision-making. Do not attempt to address every issue in the case, focus on your analysis of the problem and propose a potentially viable solution.

The case for analysis will be assigned in the weeks prior to the scheduled due date.

Please use a simple and direct style, putting your conclusion or recommendation in the first paragraph. List references, if necessary, on a concluding page.

Requirements
Page and format requirements: 2 pages, single spaced including all graphics. Use Times New Roman font with reasonable margins (looks count) and a 12 pt font size. References should be included on a separate, final page of the document.

Mechanics
Format, grammar, punctuation, spelling, and citation accuracy all count.

Assignment 2: Group Case Analysis
Because strategy is so often formulated in groups, members of the class will be divided into teams for this assignment. This will allow you to develop awareness of how strategic decision-making works. This project will provide an opportunity to apply what you have learned in the context of a specific organization of your team’s choice - probably one that a team member is familiar with or that the team wants to learn more about. Your team will be “hired” as a consultant to tackle a strategic problem or address an opportunity to improve the work of the organization. Using the tools and concepts introduced in the course you will provide the organization’s management team with a 10-page report that analyzes the situation and recommendations on how to move forward.

Prepare a concise analysis of the case that is responsive to the following points:
- What are the issues [strategic, tactical, and/or operational] that are presently confronting the organization or institution described in the case?
- What are the conceptual factors [mission, values, vision] that are relevant to these
issues?
• What are the external/environmental factors that are relevant to these issues?
• What are the internal factors [structure, processes, people] that are relevant to these issues?
• What is the strategic intent of the institution?
• What alternative strategies would you consider and which would you recommend/select if you were responsible for the institution? Why?
• What are the 3-4 most significant/first priority actions that you would have to take to implement your recommended strategy effectively?
• How would you “sell” your approach to the senior management of the institution?

Note that the importance or weight of these points will be different for each case; that is, in some cases, external or environmental factors may be more significant than internal organizational factors. Similarly, in some cases, the mission of the organization may be quite clear while in others the clarification of the mission and vision may be at the heart of your analysis.

DELCIVERABLES
• The group will present its analysis and recommendations, supported by a PowerPoint presentation, to the class. Be prepared to conduct a discussion of your analysis and, most importantly, your recommendations.

• The group will also submit a paper presenting its analysis and recommendations in detail along with its PowerPoint. Papers should be no more than ten pages [plus exhibits] in length (typed, double-spaced, minimum 12 point font). Papers are due at the close of class on the day on which the case is presented.

• Be certain to draw upon and make reference to course frameworks and materials in your presentation and in your paper.