Strategic Government Excellence for Citizen-Centric Services Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #CUS7271_290919

Course Introduction / Overview:

This course provides a comprehensive framework for transforming public sector organizations into models of strategic government excellence and citizen-centric service delivery. In an era where public expectations are constantly evolving, governments must move beyond traditional administrative roles to become proactive, responsive, and innovative entities. This program delves into the core principles of creating public value, a concept extensively explored by academic author Mark H. Moore in his seminal work, "Creating Public Value: Strategic Management in Government". Participants will learn to align government operations with citizen needs, leveraging strategic planning, digital transformation, and performance management to achieve superior outcomes. The curriculum is designed to equip public sector professionals with the tools to re-engineer processes, foster a culture of continuous improvement, and build lasting public trust. At BIG BEN Training Center, we have developed this course to bridge the gap between policy formulation and effective implementation, ensuring that government actions translate into tangible benefits for the citizens they serve. This journey from A to Z covers everything from foundational excellence models to advanced strategies for citizen engagement and support, making it an essential program for leaders committed to public service innovation and accountability.

Target Audience / This training course is suitable for:

- Government Ministers and Senior Executives.
- Public Sector Managers and Department Heads.
- Policy Advisors and Analysts.
- Strategic Planning and Performance Management Professionals.
- Citizen Service and Customer Experience Managers.
- Digital Transformation and E-Government Project Leaders.
- Municipal and Local Government Officials.
- Public Administration Professionals and Civil Servants.
- Leaders in State-Owned Enterprises.

Target Sectors and Industries:

- Federal and National Government Ministries and Agencies.
- State, Provincial, and Local Government Bodies.
- Public Utilities and Transportation Authorities.
- Healthcare and Public Health Organizations.
- Education and Social Services Sectors.
- Regulatory and Compliance Agencies.
- International Development and Non-Governmental Organizations.
- Public Safety and Emergency Services.

Target Organizations Departments:

- Strategy and Corporate Planning Departments.
- Citizen Services and Public Relations Departments.
- Information Technology and Digital Transformation Units.
- Operations and Service Delivery Departments.
- Policy and Legislative Affairs Departments.
- Human Resources and Organizational Development.
- Quality and Performance Management Offices.
- Finance and Budgeting Departments.
- Audit and Accountability Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a robust strategic plan aligned with citizen needs and government objectives.
- Implement internationally recognized government excellence models.
- Lead digital transformation initiatives to enhance public service delivery.
- Design and manage citizen-centric services using journey mapping techniques.
- Establish effective performance management systems with relevant KPIs.
- Foster a culture of innovation and continuous improvement within their organization.
- Enhance citizen engagement and build public trust through transparent practices.
- Analyze public policy for its impact on citizen satisfaction and support.
- Manage change effectively during public sector transformation projects.
- Utilize data-driven insights to make informed decisions for service improvement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course moves beyond traditional lectures to create a dynamic learning ecosystem. Sessions will feature a blend of expert-led presentations, in-depth case studies of successful government transformations from around the world, and collaborative group discussions that encourage peer-to-peer learning. Participants will engage in hands-on workshops, simulation exercises, and problem-solving activities that mirror real-world public sector challenges. A significant emphasis is placed on developing practical skills through activities like creating a citizen journey map or designing a performance dashboard. Our expert facilitators foster an open and supportive environment where participants can share experiences, ask critical questions, and receive constructive feedback. The methodology is structured to ensure that attendees leave not just with new knowledge, but with the confidence and a clear action plan to implement strategies for government excellence and citizen support within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Government Excellence

- The modern paradigm of public administration.
- Understanding government excellence models (e.g., EFQM, Baldrige).
- Defining and creating public value in the government context.
- The shift from government-centric to citizen-centric governance.
- Core principles of citizen support and service quality.
- Stakeholder analysis and management in the public sector.
- Establishing a vision and mission for public service excellence.

Unit Two: Strategic Planning and Policy Implementation

- The strategic planning cycle in a government setting.
- Conducting environmental scanning and SWOT analysis for public agencies.
- Formulating clear strategic objectives and key results (OKRs).
- Aligning departmental goals with the national vision and citizen priorities.
- Developing effective policy implementation and monitoring frameworks.
- Resource allocation and strategic budgeting for maximum impact.
- Risk management in public sector strategic initiatives.

Unit Three: Innovating Public Service Delivery and Digital Transformation

- Principles of service design thinking for the public sector.
- Mapping the citizen journey to identify pain points and opportunities.
- Leveraging technology for e-government and smart government services.
- Strategies for successful digital transformation in public agencies.
- Ensuring digital inclusion and accessibility in service delivery.
- Agile methodologies for public sector project management.
- Case studies of innovative public services from around the globe.

Unit Four: Performance Management and Continuous Improvement

- Developing meaningful Key Performance Indicators (KPIs) for government services.
- Implementing balanced scorecard frameworks in the public sector.
- Techniques for measuring citizen satisfaction and feedback.
- Data analytics and evidence-based decision-making for service improvement.
- Building a culture of continuous improvement and learning.
- Process re-engineering and lean management in government operations.
- Benchmarking performance against local and international standards.

Unit Five: Fostering Citizen Engagement, Trust, and Accountability

- Strategies for proactive citizen engagement and participation.
- Building and maintaining public trust through transparency and communication.
- Developing effective citizen feedback and complaint handling mechanisms.
- The role of open government and data transparency.
- Ethical governance and anti-corruption measures.
- Communicating government performance and impact to the public.
- Developing a personal action plan for leading government excellence.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can governments balance the drive for digital efficiency with the need for human-centric, equitable service delivery for all citizens, including the digitally excluded?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and integrated approach to public sector improvement, moving beyond siloed functions to connect strategic planning, digital transformation, and citizen engagement into a single, cohesive framework. While many programs focus on specific tools or models, this training emphasizes the development of a strategic mindset grounded in the principles of public value creation, as articulated by thought leaders like Mark H. Moore. It prioritizes the "why" behind government excellence, enabling participants to adapt and innovate rather than merely replicate best practices. The curriculum is uniquely structured around real-world applicability, using case studies that are directly relevant to the challenges faced by modern governments. Instead of just theoretical discussions, participants engage in practical workshops to map citizen journeys and design performance metrics. The course fosters a deep understanding of the citizen's perspective, ensuring that every strategic initiative and technological investment is ultimately aimed at enhancing public well-being and trust. It is this blend of advanced strategic theory, practical application, and an unwavering focus on the citizen that provides a truly transformational learning experience.