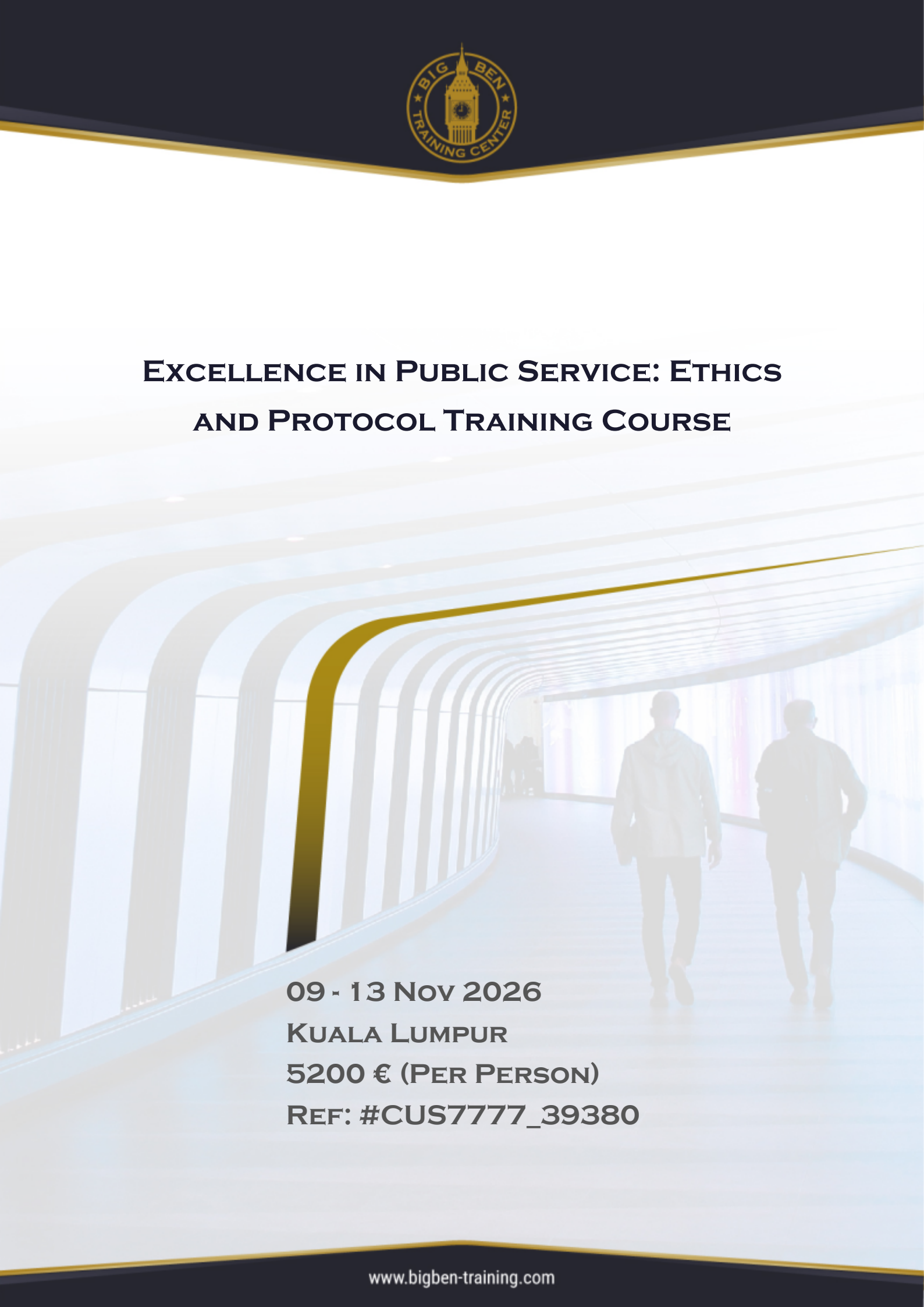
Excellence in Public Service: Ethics and Protocol Training Course



09 - 13 Nov 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #CUS7777_39380

Course Introduction / Overview:

In the public sector, customer service is not just about satisfying a client; it is about serving the community with integrity, transparency, and efficiency. This Excellence in Public Service: Ethics and Protocol Training Course is designed to provide government and public sector professionals with the specialized skills needed to navigate their unique environment. This program, offered by BIG BEN Training Center, moves beyond standard customer service models to focus on the ethical principles and public protocols that are essential for building trust. The curriculum is informed by the work of academics like H. George Frederickson, a leading scholar in public administration and author of books such as "The Spirit of Public Administration." We will explore how public servants can uphold ethical standards while providing citizen-centric service that is both effective and fair. Participants will learn how to handle difficult and sensitive inquiries, maintain confidentiality, and apply public service protocols to ensure every interaction is professional and respectful. The course focuses on practical skills such as de-escalation, conflict resolution, and communication that promotes trust. By mastering these competencies, public servants will be able to handle complex situations with poise and professionalism, ensuring that every citizen feels heard and treated with dignity.

Target Audience / This training course is suitable for:

- Government employees and public servants.
- Civil service professionals.
- Customer service representatives in public agencies.
- Administrative staff and receptionists.
- Managers of public sector departments.
- Anyone in a citizen-facing government role.

Target Sectors and Industries:

- Government and public administration.
- Municipal services.
- Healthcare and social services.
- Law enforcement and public safety.
- Education and public schools.
- Non-profit and community services.
- Financial and regulatory agencies.

Target Organizations Departments:

- Public Relations.
- Citizen Services.
- Administrative Services.
- Human Resources.
- Front Desk and Information.
- Licensing and Permitting.

Course Offerings:

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

- Apply ethical principles to public service interactions.
- Master government-specific communication protocols.
- Handle confidential information with discretion.
- De-escalate difficult situations with angry or frustrated citizens.
- Maintain transparency and accountability in all interactions.
- Provide fair and equitable service to all members of the community.
- Navigate complex bureaucratic procedures with a citizen-centric approach.
- Build and maintain public trust and confidence.

Course Methodology:

This training course uses a highly practical and case-based methodology tailored to the unique challenges of the public sector. The program combines lectures on public administration theory with hands-on exercises that simulate real-world scenarios. Participants will work through case studies involving ethical dilemmas, difficult citizen inquiries, and complex bureaucratic procedures. We will use role-playing exercises to help individuals practice their communication and de-escalation skills in a safe environment. BIG BEN Training Center facilitates a collaborative and interactive learning experience where participants can share their own professional challenges and find solutions together. The course also includes a strong focus on public protocol and record-keeping, ensuring that participants understand the importance of their professional responsibilities. This methodology ensures that the skills learned are not only theoretically sound but also immediately applicable, empowering public servants to provide a higher standard of service to the community.

Course Agenda (Course Units):

Unit One: The Public Service Ethos

- Defining public service ethics and values.
- The role of a public servant as a community representative.
- The importance of transparency and accountability.
- Understanding citizen expectations.
- Upholding integrity in every interaction.

Unit Two: Public Service Communication Protocols

- Mastering professional communication for government roles.
- Effective verbal and written communication.
- Using clear and accessible language.
- Handling sensitive and confidential information.
- Communicating with empathy and respect.

Unit Three: De-escalation and Conflict Resolution

- Techniques for de-escalating angry citizens.
- Resolving conflicts with fairness and impartiality.
- Setting professional boundaries.
- Handling complaints and negative feedback.
- Maintaining composure under pressure.

Unit Four: Navigating Public Procedures

- Understanding and explaining complex regulations.
- Providing accurate and consistent information.
- The role of documentation and record-keeping.
- Guiding citizens through bureaucratic processes.
- Managing difficult inquiries about policy and procedure.

Unit Five: Building Public Trust

- Fostering a culture of trust and confidence.
- Responding to public criticism.
- The impact of service on public perception.
- Continuous improvement in public service delivery.
- Becoming a true ambassador for your agency.

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 a public servant, by consistently applying a principled ethical framework, transform a routine interaction with a citizen into a powerful opportunity for building trust and reinforcing the integrity of a government institution?

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

This training course is unique because it is specifically tailored to the ethical and procedural demands of government and public service. While other customer service programs focus on the private sector, this one addresses the critical need for integrity and accountability that define public roles. The course's strength lies in its use of public administration theory and its focus on applying ethical principles to real-world scenarios. It is not just about communication; it's about navigating the specific protocols, regulations, and sensitivities of a public-facing role. The program uses case studies and role-playing exercises that are highly relevant to government work, helping participants practice de-escalation and professional communication in a context they understand. This practical, specialized approach ensures that participants leave with a deep understanding of their unique responsibilities and the skills to perform their duties with the highest level of professionalism, ultimately building greater public trust.