Strategic Innovation for Public Service Excellence Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS8447_294134

Course Introduction / Overview:

This course provides a comprehensive roadmap for transforming public service delivery through strategic innovation. In an era of rising citizen expectations and complex societal challenges, traditional bureaucratic models are no longer sufficient. This program moves beyond incremental improvements to explore systemic change, focusing on creating sustainable public value and enhancing citizen satisfaction. Drawing on principles from leading thinkers like Christian Bason, author of "Leading Public Sector Innovation: Co-creating for a Better Society," participants will learn to apply proven innovation frameworks within the unique context of government and public administration. The curriculum is designed to equip leaders with the mindset, skills, and tools to foster a culture of innovation, drive digital transformation, and design services that are truly citizen-centric. BIG BEN Training Center has developed this course to bridge the gap between theoretical knowledge and practical implementation, enabling public sector professionals to lead impactful reform and build more responsive, efficient, and effective organizations for the future.

Target Audience / This training course is suitable for:

- Public Sector Directors and Senior Managers.
- Government Department Heads.
- Policy Advisors and Analysts.
- Service Delivery and Operations Managers.
- Digital Transformation and IT Leaders in Government.
- Project and Program Managers in the Public Sector.
- Municipal and Local Government Officials.
- Leaders in Non-Profit and Non-Governmental Organizations.
- Public Administration Consultants.

Target Sectors and Industries:

- Federal and National Government Agencies.
- State, Provincial, and Local Government Bodies.
- Public Healthcare and Social Services.
- Public Education and Higher Education Institutions.
- Public Transportation and Utilities.
- Law Enforcement and Public Safety Agencies.
- Regulatory Bodies and Authorities.
- State-Owned Enterprises.
- International Development Organizations.

Target Organizations Departments:

- Strategy and Policy Planning.
- Service Delivery and Citizen Services.
- Operations and Administration.
- Information Technology and Digital Services.
- Human Resources and Organizational Development.
- Finance and Budgeting.
- Communications and Public Relations.
- Performance Management and Quality Assurance.
- Procurement and Contract Management.

Course Offerings:

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

- Develop a strategic framework for embedding innovation within public sector organizations.
- Apply design thinking and citizen-centric methodologies to public service challenges.
- Lead change management initiatives to foster a culture of creativity and managed risk-taking.
- Utilize data and digital technologies to drive service improvements and efficiency.
- Master techniques for co-creation and collaboration with citizens and stakeholders.
- Implement agile and lean principles for effective project management in government.
- Design and evaluate performance metrics that capture public value and social impact.
- Scale successful pilot projects into widespread, sustainable service transformations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep, practical learning and immediate application. This course rejects a purely lecture-based format in favor of a highly interactive and experiential environment. Participants will engage with real-world case studies from innovative governments around the world, analyzing both successes and failures to draw actionable insights. The program is built around a series of hands-on workshops where attendees will use tools like service blueprinting, journey mapping, and prototyping to tackle realistic public sector scenarios. Collaborative group exercises and peer-to-peer feedback sessions are central to the learning process, fostering a network of innovators. Our expert facilitators guide participants through structured problem-solving activities, ensuring that theoretical concepts are immediately translated into practical skills. The methodology emphasizes critical thinking and strategic planning, empowering participants to return to their organizations not just with new knowledge, but with a clear, customized action plan for driving service excellence.

Course Agenda (Course Units):

Unit One: The Imperative for Public Sector Innovation

- The changing landscape of public service delivery.
- Defining public value and citizen-centricity.
- Overcoming common barriers to innovation in government.
- Key differences between private and public sector innovation.
- Historical context and evolution of public administration reform.
- The role of leadership in championing strategic change.
- Global trends and benchmarks in government innovation.

Unit Two: Frameworks for Strategic Service Design

- Introduction to Design Thinking for the public sector.
- Applying Lean principles to eliminate waste in government processes.
- Agile methodologies for iterative project development.
- Citizen journey mapping to identify pain points and opportunities.
- Co-creation and participatory design with stakeholders.
- Developing and testing service prototypes.
- Service blueprinting for holistic service improvement.

Unit Three: Cultivating an Innovative Organizational Culture

- Strategies for building a culture of psychological safety and experimentation.
- Leading and managing change in a bureaucratic environment.
- Developing risk management frameworks for innovation projects.
- Empowering employees and fostering intrapreneurship.
- Breaking down silos to encourage cross-departmental collaboration.
- Communication strategies for building buy-in for new initiatives.
- Incentivizing and rewarding innovative behaviors.

Unit Four: Leveraging Technology and Data for Transformation

- The role of digital transformation in modernizing public services.
- Using data analytics for evidence-based policy and service design.
- Introduction to e-government and smart government concepts.
- Ensuring data privacy and ethical considerations in digital services.
- Leveraging open government data for transparency and innovation.
- Implementing user-friendly digital platforms and channels.
- Case studies of successful digital service implementations.

Unit Five: Measuring Impact, Scaling Success, and Future-Proofing

- Developing performance metrics beyond traditional efficiency.
- Methods for measuring public value and citizen satisfaction.
- Strategies for scaling successful pilot projects and initiatives.
- Securing sustainable funding and resources for innovation.
- Building resilient and adaptive public organizations.
- Anticipating future trends in technology and society.
- Creating a personal and organizational action plan for continuous innovation.

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 public sector organizations balance the inherent need for stability and accountability with the disruptive nature of true innovation?

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

This course distinguishes itself by focusing on the strategic integration of innovation rather than treating it as an isolated function or a purely technological upgrade. While many programs concentrate on specific tools like agile or digital platforms, this curriculum embeds them within a broader framework of public value creation, organizational culture, and strategic leadership. We move beyond the "what" to deeply explore the "how" and "why" of public sector reform, addressing the unique political and bureaucratic complexities that leaders face. The emphasis is on building sustainable capability, not just on completing a project. Participants will learn to navigate the delicate balance between risk-taking and accountability, a critical skill often overlooked. By integrating principles of change management and citizen co-creation throughout the five units, the course provides a holistic and pragmatic roadmap for leaders aiming to build organizations that are not only more efficient but also more responsive,
adaptive, and trusted by the public they serve.