Digital Government and Public Service Innovation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT5593_273374

Course Introduction / Overview:

This course provides a comprehensive exploration of digital transformation within the public sector, focusing on the strategic implementation of technology to enhance government services and foster citizen engagement. In an era where public expectations are shaped by digital experiences, governments face increasing pressure to modernize, become more efficient, and deliver citizen-centric services. This program addresses this challenge head-on, moving beyond theoretical concepts to provide actionable strategies for public sector leaders. Drawing on principles discussed by academics like David Eaves, a leading expert in digital government, the course examines how to build institutional capacity for sustained innovation. Participants will delve into creating digital strategies, redesigning services with the user in mind, and navigating the complex interplay of policy, technology, and organizational culture. BIG BEN Training Center has designed this curriculum to empower public officials with the knowledge and skills to lead successful digital initiatives, ensuring that technology serves as a catalyst for creating public value and building trust. The course will equip attendees to not only manage technological change but to champion a culture of continuous improvement and digital excellence within their organizations.

Target Audience / This training course is suitable for:

- Public Sector Executives and Senior Managers.
- Government Department Heads and Directors.
- Policy Makers and Advisors.
- IT and Digital Service Professionals in Government.
- Project and Program Managers leading transformation initiatives.
- Public Administration and Governance Consultants.
- Officials involved in service delivery and citizen engagement.
- Strategy and Planning Officers in public organizations.

Target Sectors and Industries:

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

Target Organizations Departments:

- Information Technology and Digital Services.
- Strategy, Policy, and Planning.
- Operations and Service Delivery.
- Human Resources and Organizational Development.
- Finance and Procurement.
- Communications and Public Relations.
- Legal and Compliance Departments.
- Customer and Citizen Experience Units.

Course Offerings:

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

- Develop a comprehensive digital transformation roadmap for a public sector organization.
- Apply citizen-centric design principles to reimagine and improve public services.
- Evaluate the strategic application of emerging technologies like AI, IoT, and blockchain in government.
- Formulate robust data governance and cybersecurity policies for the public sector.
- Lead and manage organizational change associated with digital initiatives.
- Implement agile methodologies for flexible and responsive project management in government.
- Measure the impact and return on investment of digital transformation projects using relevant KPIs.
- Foster a culture of innovation and continuous improvement within their teams and departments.
- Navigate the ethical and legal considerations of digital government services.
- Enhance interoperability between different government systems and agencies.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the challenges faced by public sector professionals. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. Therefore, the course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Participants will engage in detailed case study analyses of successful and unsuccessful digital government projects from around the world, extracting valuable lessons and best practices. Facilitated group discussions and collaborative workshops will encourage the sharing of diverse perspectives and experiences, fostering a dynamic learning environment. Practical exercises, such as developing a service design blueprint or a change management plan, will allow participants to apply new concepts to real-world scenarios. Our expert instructors act as facilitators, guiding participants through complex topics and providing personalized feedback. The program emphasizes a participatory approach, ensuring that attendees leave not just with new information, but with the confidence and skills to implement meaningful change within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Digital Government

- The evolution of e-government to digital government.
- Core principles of public sector digital transformation.
- Global trends and benchmarks in digital public services.
- Understanding the role of technology in creating public value.
- The citizen as the central focus of service design.
- Key drivers and barriers to digital adoption in government.
- The political, economic, and social context of GovTech.

Unit Two: Strategic Planning for Public Sector Transformation

- Conducting a digital maturity assessment.
- Formulating a clear vision and mission for digital government.
- Developing a strategic digital transformation roadmap.
- Aligning digital initiatives with organizational goals and public policy.
- Building a compelling business case for digital investment.
- Policy, legal, and regulatory frameworks for the digital age.
- Stakeholder engagement and communication strategies.

Unit Three: Core Technologies and Data-Driven Governance

- An overview of enabling technologies (Cloud, Big Data, AI, IoT).
- The strategic importance of data as a public asset.
- Principles of open government data and data sharing.
- Establishing robust data governance and quality management frameworks.
- Cybersecurity strategies for protecting critical public infrastructure.
- Ensuring data privacy and ethical data use in public services.
- Introduction to blockchain applications for government transparency and efficiency.

Unit Four: Agile Implementation and Change Management

- Adopting agile and lean methodologies in the public sector.
- Managing digital projects from conception to launch and iteration.
- Principles of user-centered design and service prototyping.
- Leading organizational change and overcoming resistance.
- Building digital skills and capabilities within the public workforce.
- Modernizing legacy IT systems and infrastructure.
- Performance metrics and KPIs for digital service delivery.

Unit Five: Leading Future-Ready Public Services

- Cultivating a culture of innovation and experimentation.
- The role of leadership in driving and sustaining digital transformation.
- Ethical considerations of AI and automation in public decision-making.
- Strategies for ensuring digital inclusion and accessibility for all citizens.
- The future of digital identity and its impact on public services.
- Building resilient and adaptive public organizations.
- Developing a personal action plan for leading digital change.

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:

As governments increasingly rely on AI for service delivery, how can public sector leaders ensure algorithmic accountability and prevent the reinforcement of societal biases?

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

This course distinguishes itself by adopting a holistic, strategy-first approach to digital transformation, specifically tailored to the unique context of the public sector. While many courses focus narrowly on technology, this program emphasizes the critical intersection of strategy, policy, organizational culture, and leadership. It moves beyond buzzwords to provide a deep, academic-grounded understanding of how to create sustainable public value through digitalization. Participants will not just learn about AI or blockchain; they will learn how to critically assess these technologies against public policy objectives and citizen needs. The curriculum is built on real-world case studies, highlighting both successes and failures to provide nuanced, practical insights. A significant focus is placed on the human side of transformation, addressing the complexities of change management, stakeholder engagement, and building digital capabilities within the public workforce. The course is designed for leaders and aspiring leaders, equipping them with the strategic foresight and management skills necessary to navigate the complexities of modernizing government in a way that is efficient, equitable, and trustworthy.