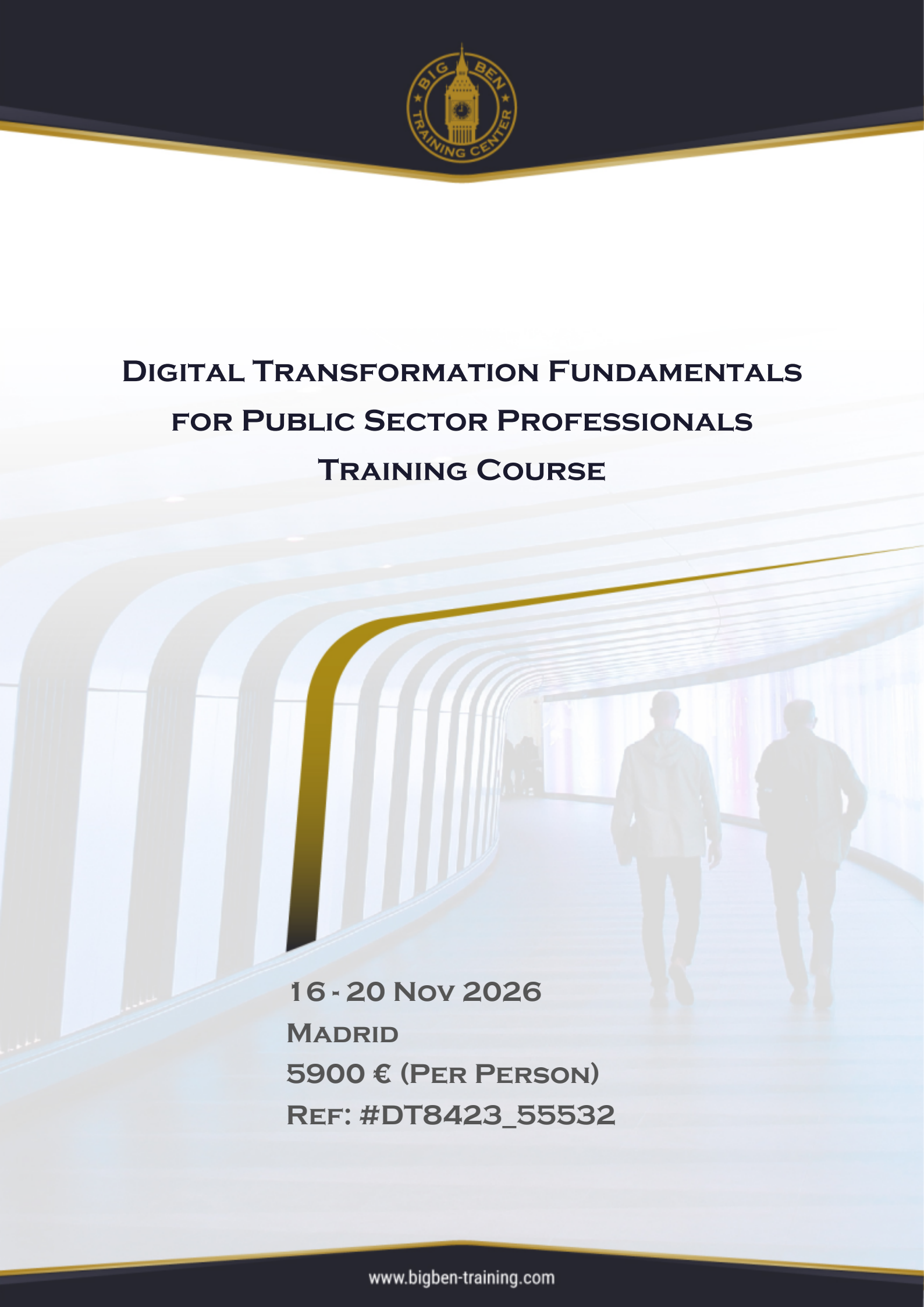
Digital Transformation Fundamentals for Public Sector Professionals Training Course



16 - 20 Nov 2026

Madrid

5900 € (Per Person)

Ref: #DT8423_55532

Course Introduction / Overview:

This training course is an essential program designed for public sector professionals and civil servants who want to leverage digital transformation for better public services and operational efficiency. It moves beyond a focus on simple technology to address the strategic and cultural challenges of this complex journey. Participants will learn how to build a comprehensive digital strategy, from identifying key metrics to managing implementation and measuring success. The program covers key topics like business model innovation, data governance, and fostering a data-driven culture. It is informed by the work of authors like Daniel Goleman, who in his book Emotional Intelligence argues that self-awareness and empathy are essential for any leader who wants to navigate the complexities of organizational change. This course at BIG BEN Training Center emphasizes a blend of strategic foresight and practical planning. By the end, professionals will have a clear, actionable roadmap for leading a successful digital transformation. This program is for any public sector institution that wants to remain relevant and effective in a fast-changing world while also prioritizing transparency and public trust.

Target Audience / This training course is suitable for:

- Public sector administrators and civil servants.
- Government agency department heads.
- IT and digital transformation leaders.
- Policy and strategic planners.
- Managers and team leaders in government.
- Anyone responsible for improving public services.
- Consultants in technology and public administration.

Target Sectors and Industries:

- Government and Public Administration.
- Public Health and Social Services.
- Education and Public Schools.
- Defense and Security.
- Municipalities and Local Government.
- Energy and Utilities.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Public Administration.
- Strategic Planning.
- Information Technology (IT).
- Operations.
- Policy and Regulations.
- Finance.
- Human Resources (HR).

Course Offerings:

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

- Formulate a comprehensive digital transformation strategy.
- Diagnose their organization’s current digital maturity.
- Identify and prioritize key digital initiatives.
- Lead a team through the change management process.
- Build a roadmap for implementation and execution.
- Measure the impact of digital tools on public value.
- Overcome cultural and organizational barriers to change.

Course Methodology:

This training course uses a highly practical and project-based methodology. The program is built around a single, comprehensive case study that follows a government organization's digital transformation journey from start to finish. Participants will work in teams to apply a variety of frameworks, like the Public Sector Innovation Canvas, to analyze challenges and develop solutions. The course is designed to be highly interactive, with hands-on workshops that allow participants to build a realistic roadmap for their own organizations. Each unit includes a project where participants must present their strategic choices and justify their decisions. Instructors at BIG BEN Training Center will provide expert guidance, helping participants navigate the complex interdependencies between technology, public policy, and compliance. This pragmatic approach ensures that participants leave with a clear understanding of the principles of digital transformation in the public sector and the practical skills to lead it in their own institutions.

Course Agenda (Course Units):

Unit One: The Foundations of Public Sector Transformation

- Defining digital transformation and its core components for public service.
- The strategic benefits and risks of digital change for citizens.
- Diagnosing your organization's digital maturity.
- The role of leadership in setting the vision.
- Case study on a government agency that successfully transformed.
- Identifying key digital opportunities and threats.
- Building a business case for digital investment.

Unit Two: Strategic Planning for Public Value

- Developing a vision and mission for the digital journey.
- Using a citizen-centric framework for digital projects.
- Identifying and prioritizing key strategic initiatives.
- Building a clear roadmap for implementation.
- The role of data and analytics in strategic decision-making.
- Planning for different transformation scenarios.
- Workshop on a digital strategy roadmap.

Unit Three: Managing the Change Process

- Understanding the cultural barriers to change in the public sector.
- Communicating the vision to civil servants and the public.
- Building a coalition of champions for transformation.
- The role of an agile mindset in a digital journey.
- Developing a change management plan.
- Overcoming resistance from within the organization.
- Case study on a government agency that failed to manage the change.

Unit Four: Technology and Service Delivery

- Identifying the right technology for your strategy.
- Understanding the role of open data, cloud computing, and AI.
- Transforming core government processes with technology.
- Managing the project lifecycle for a digital initiative.
- The role of cybersecurity and data privacy.
- Building a seamless citizen experience.
- Workshop on a technology implementation plan.

Unit Five: Implementation and Sustainable Growth

- Developing a plan for piloting a new digital service.
- Establishing key performance indicators (KPIs) for digital projects.
- Measuring the return on public value of your transformation.
- The role of a leader in ensuring long-term success.
- Building a culture of continuous learning and improvement.
- Final project presentation on a digital transformation plan.
- Review and feedback session.

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 sector leader, who is often bound by bureaucracy and risk aversion, effectively foster a culture of agile experimentation and innovation that is essential for a successful digital transformation?

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

This training course is unique because it is designed specifically for the public sector, addressing the unique challenges and opportunities of a digital world. It recognizes that digital transformation is about improving public services, not just implementing new tools, and provides a clear framework for navigating the complexities of bureaucracy, stakeholder engagement, and resource constraints. The curriculum is highly practical, with a focus on real-world case studies and hands-on workshops that allow participants to immediately apply new skills to their own institutions. Unlike a traditional business course, this program emphasizes a citizen-centric mindset, data-driven decision-making, and the measurement of public value. It gives professionals a valuable skill set that combines strategic foresight with a deep understanding of technology and change management, preparing them to lead their organizations into a more responsive and effective future.