Public Sector Digital Transformation: Smart Governance Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #DT8811_264865

Course Introduction / Overview:

This training course is an essential program designed for public sector leaders and civil servants who want to leverage digital transformation for better governance and citizen services. It moves beyond a focus on technology to address the strategic, cultural, and political challenges of this complex journey. Participants will learn how to build a comprehensive digital strategy, from identifying opportunities to managing implementation and measuring success. The program covers key topics like business model innovation, organizational change management, and building a data-driven culture. It is informed by the work of authors like Clay Shirky, whose book Here Comes Everybody explores how new digital tools can reshape organizations and enable collective action. 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 in a public context. This program is for any public-facing organization that wants to remain relevant and responsive in a fast-changing world.

Target Audience / This training course is suitable for:

- Public sector managers and civil servants.
- Leaders of government agencies.
- Public policy makers and urban planners.
- IT and digital transformation managers.
- Change management consultants.
- Anyone responsible for improving citizen services.
- Entrepreneurs in public services.

Target Sectors and Industries:

- Government Agencies and Public Administration.
- Healthcare and Public Health.
- Education and Public Policy.
- Urban Planning and Development.
- Defense and Security.
- Utilities and Public Works.
- Non-profits and public sector.

Target Organizations Departments:

- Public Administration.
- Strategic Planning.
- Policy and Research.
- Information Technology (IT).
- Citizen Services.
- Operations.
- Finance and Procurement.

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 return on public value of digital projects.
- 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 public sector organization's digital transformation journey from start to finish. Participants will work in teams to apply a variety of frameworks, like the Digital Maturity Model for Public Services, 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, culture, and strategy in a political context. This pragmatic approach ensures that participants leave with a clear understanding of the principles of digital transformation and the practical skills to lead it in their own public sector organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Smart Governance

- Defining digital transformation and its core components for the public sector.
- 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 public 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 public value 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 employees and stakeholders.
- 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 public agency that failed to manage the change.

Unit Four: Technology and Service Delivery

- Identifying the right technology for your strategy.
- Understanding the role of cloud computing, AI, and automation.
- Transforming core government processes with technology.
- Managing the project lifecycle for a digital initiative.
- The role of cybersecurity and data governance.
- 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 a legacy of bureaucracy and a focus on process, effectively foster a culture of agile experimentation and risk-taking 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 smart governance. It recognizes that digital transformation in government is about creating public value, not profit, and provides a clear framework for navigating the complexities of bureaucracy, politics, and citizen engagement. 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 organizations. Unlike a traditional business course, this program emphasizes a public value mindset, stakeholder management, and citizen-centric design. 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.