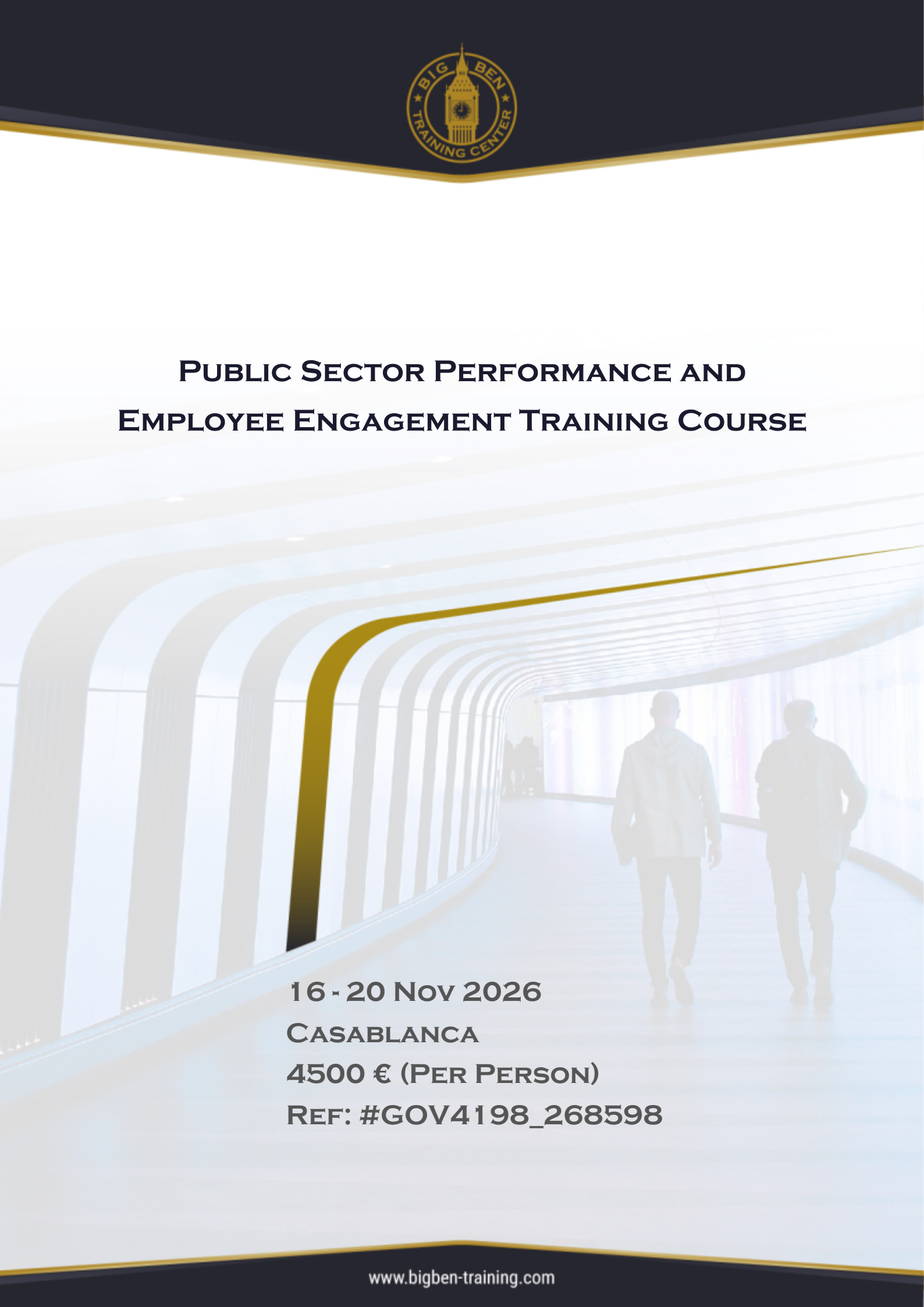
Public Sector Performance and Employee Engagement Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #GOV4198_268598

Course Introduction / Overview:

This comprehensive training course is designed to equip leaders, managers, and human resources professionals in the public sector with the advanced skills needed to build a high-performing and engaged workforce. Unlike the private sector, public organizations face unique challenges, including complex governance, strict accountability measures, and mission-driven cultures that require specialized strategies. Drawing on research from leading academic scholars such as Herman Aguinis, whose work "Performance Management" provides a foundational framework, this course goes beyond traditional performance appraisals. It embraces a continuous, strategic process of identifying, measuring, and developing the performance of individuals and teams. BIG BEN Training Center is proud to offer a program that integrates the core principles of performance management with the critical element of employee engagement, a concept championed by thought leaders like William Kahn, who explored how psychological safety and meaningfulness drives employee commitment. We will explore how to create a culture of continuous feedback, set clear, measurable goals, and align individual performance with the strategic objectives of government agencies. By mastering these principles, participants will learn how to boost productivity, improve service delivery, and foster a dedicated workforce that feels valued and connected to its public mission.

Target Audience / This training course is suitable for:

- Public sector managers, supervisors, and team leaders.
- Human resources professionals and training specialists in government agencies.
- Department heads and directors in public administration.
- Government officials are responsible for civil service and workforce development.
- Anyone involved in designing or implementing performance management systems in a public service context.
- Union representatives and employee advocates.

Target Sectors and Industries:

- Government and public administration agencies.
- Non-profit organizations and NGOs with public service missions.
- Healthcare and educational institutions.
- Public utilities and infrastructure management.
- Security and law enforcement agencies.
- Government regulatory bodies and commissions.

Target Organizations Departments:

- Human Resources and Personnel Management.
- Operations and Service Delivery.
- Strategic Planning and Policy.
- Finance and Administration.
- Training and Development.
- Civil Service Commissions.

Course Offerings:

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

- Design and implement a continuous performance management cycle.
- Develop clear key performance indicators (KPIs) and performance metrics.
- Conduct effective performance reviews and provide constructive feedback.
- Identify and address factors that drive employee disengagement in the public sector.
- Create a culture that recognizes and rewards high performance.
- Align individual employee goals with departmental and organizational objectives.
- Use data and analytics to measure the impact of employee engagement initiatives.
- Implement strategies to enhance public service motivation and retain top talent.
- Manage difficult performance conversations with empathy and professionalism.
- Build and lead a team of highly motivated public servants.

Course Methodology:

This training course at BIG BEN Training Center uses a highly interactive and practical approach to ensure participants can immediately apply their new skills. We move away from simple lectures and instead use a blend of engaging activities, including role-playing exercises, group case studies, and real-world scenarios drawn from the public sector. For example, participants will analyze case studies of government agencies that have successfully transformed their performance cultures by applying principles of employee engagement and feedback. Collaborative workshops will allow for peer-to-peer learning, where attendees can share challenges and best practices from their own organizations. The course also includes hands-on practice sessions for conducting performance conversations and developing personal development plans. We emphasize a continuous feedback loop, not just for employees but for the participants themselves. Throughout the program, our experienced instructors provide personalized guidance and constructive feedback, creating a supportive learning environment that prepares public servants for the specific complexities of their roles.

Course Agenda (Course Units):

Unit One: Foundations of Public Sector Performance Management

- The unique context of performance management in government.
- Defining performance goals and metrics for public service.
- Aligning individual objectives with organizational mission and vision.
- Overcoming barriers to effective performance management in the public sector.
- The role of leadership in shaping a performance culture.
- Distinguishing between performance management and performance appraisal.
- Understanding the continuous performance cycle.

Unit Two: Driving Employee Engagement in Public Service

- What does employee engagement mean in a mission-driven context?
- Key drivers of engagement in public sector employees.
- The connection between engagement and public service motivation.
- Using surveys and data to measure and analyze engagement.
- Designing and implementing engagement initiatives.
- Creating a supportive work environment.
- Building trust and transparency in the workplace.

Unit Three: Skills for Performance Conversations and Feedback

- Giving and receiving effective feedback.
- Techniques for conducting constructive performance reviews.
- Managing difficult conversations and addressing underperformance.
- Coaching for development and growth.
- Setting expectations and accountability.
- Active listening and communication skills.
- The art of positive reinforcement and recognition.

Unit Four: Talent Development and Retention Strategies

- Identifying and developing high-potential employees.
- Creating personalized development and career plans.
- Mentoring and coaching programs for public servants.
- Strategies for retaining top talent in a competitive environment.
- Succession planning in government agencies.
- Fostering a culture of continuous learning and skill-building.
- Building an employer brand for public service.

Unit Five: Measuring Impact and Future-Proofing Performance

- Using data to measure the success of performance initiatives.
- Connecting performance management to organizational outcomes.
- Leveraging technology to streamline performance processes.
- Addressing the impact of hybrid work on performance and engagement.
- Ethical considerations in performance evaluation.
- Adapting to future trends in public sector management.
- Creating a long-term strategy for a high-performing public workforce.

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:

Given the public sector's unique constraints, can performance and engagement be simultaneously optimized, or is there an inherent trade-off between the two?

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

This training course distinguishes itself by focusing exclusively on the complexities of the public sector. While many programs offer generic advice, our content is tailored to the specific challenges of government agencies. We explore how to manage within a framework of bureaucratic regulations, mission-driven objectives, and public accountability, providing practical tools that are directly applicable to a public service environment. Our emphasis is not on quick fixes, but on building a sustainable culture of performance and engagement. For instance, we provide detailed case studies on how public managers have successfully navigated budget constraints to create rewarding career paths, or how they have used employee feedback to improve essential public services. This course moves beyond theoretical concepts to provide concrete, actionable insights that help participants connect with their employees on a deeper level, motivating them not just through policy but through a shared commitment to the public good. It is this combination of academic rigor, practical application, and an unwavering focus on the unique public service context that sets this program apart.