Transforming Public Services through Digital Innovation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #GOV8252_268730

Course Introduction / Overview:

This comprehensive training course provides a strategic framework for leading and implementing digital transformation within public services. As citizens expect the same seamless digital experiences from government that they get from the private sector, public agencies must modernize their operations to remain relevant and efficient. This course, offered by BIG BEN Training Center, is grounded in the foundational principles of public administration and technological innovation, drawing on the academic work of leading authors like Jane Fountain, whose book "Building the Virtual State" explores the challenges and opportunities of technology in government. We will explore how to move beyond digitizing old processes and adopt a holistic, citizen-centric approach to digital transformation. Participants will learn how to design services around user needs, manage data as a strategic asset, and foster a culture of innovation that can drive lasting change. By the end of this program, you will possess the tools to not only manage digital projects but to build a more transparent, accessible, and responsive government that delivers real value to the public.

Target Audience / This training course is suitable for:

- Government officials and civil servants.
- IT and digital transformation leaders.
- Policy and program managers.
- Public service delivery professionals.
- Change management and business process analysts.
- Anyone involved in modernizing public services.

Target Sectors and Industries:

- Government and public administration agencies.
- Public health and social services.
- Urban and municipal services.
- Education and academic institutions.
- Public utilities and transportation.
- Justice and law enforcement.

Target Organizations Departments:

- Digital Transformation and IT.
- Service Delivery.
- Policy and Planning.
- Customer/Citizen Relations.
- Operations.
- Human Resources.

Course Offerings:

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

- Develop a strategic digital transformation roadmap.
- Apply a citizen-centric approach to service design.
- Manage the complexities of public sector data governance.
- Lead organizational and cultural change.
- Identify and overcome common implementation barriers.
- Use agile methodologies in a government context.
- Leverage emerging technologies for public good.
- Communicate the value of digital initiatives to stakeholders.
- Measure the impact of digital transformation.
- Ensure digital equity and accessibility.

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 hands-on workshops, group case studies, and real-world scenarios. For example, participants will use service design tools to redesign a public service, from a paper-based form to a seamless digital experience. 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 developing project charters and stakeholder communication 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 professionals to be catalysts for change in public service.

Course Agenda (Course Units):

Unit One: Foundations of Digital Transformation

- Defining digital transformation in the public sector.
- The citizen's evolving expectations.
- Comparing public and private sector digital strategies.
- The role of leadership and political will.
- Building the business case for digital change.
- Case studies of successful government transformations.
- Understanding the digital maturity of an organization.

Unit Two: Citizen-Centric Service Design

- Principles of user research and service design.
- Conducting citizen journey mapping.
- Prototyping and testing digital services.
- Designing for accessibility and inclusion.
- Feedback loops and continuous improvement.
- Integrating citizen feedback into policy.
- The difference between digitization and transformation.

Unit Three: Technology and Data Management

- Selecting the right technology for your agency.
- The role of cloud computing and AI.
- Data governance and data privacy.
- Creating an integrated data strategy.
- Leveraging data analytics for better decision-making.
- Cybersecurity in a digital government.
- The use of emerging technologies.

Unit Four: Leading Change and Culture

- Overcoming organizational and cultural resistance.
- Managing a diverse group of stakeholders.
- Building a culture of innovation.
- Skills development and talent management.
- Communicating the vision for digital transformation.
- Implementing agile and lean methodologies.
- Change management strategies for the public sector.

Unit Five: The Future of Digital Government

- Emerging trends in digital public services.
- The role of smart cities and IoT.
- The future of work in government.
- Building a resilient and agile public administration.
- Planning for digital equity.
- The ethical considerations of digital government.
- The role of leadership in shaping the digital future.

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:

While digital transformation promises greater efficiency and accessibility, how can public institutions ensure that the shift to technology-first services does not inadvertently exclude vulnerable or digitally unskilled populations?

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

This training course stands out by providing a robust and practical framework for digital transformation that is tailored exclusively for the public sector. Unlike programs that offer generic IT management advice, our content addresses the specific governance, regulatory, and citizen-centric challenges of government. The course empowers participants to lead change by focusing not just on the technology, but on the people and processes that are the heart of successful transformation. We emphasize a hands-on approach, allowing participants to use service design tools and real-world case studies to develop actionable strategies. It is this combination of academic rigor, practical application, and an unwavering focus on the unique public service context that sets this program apart.