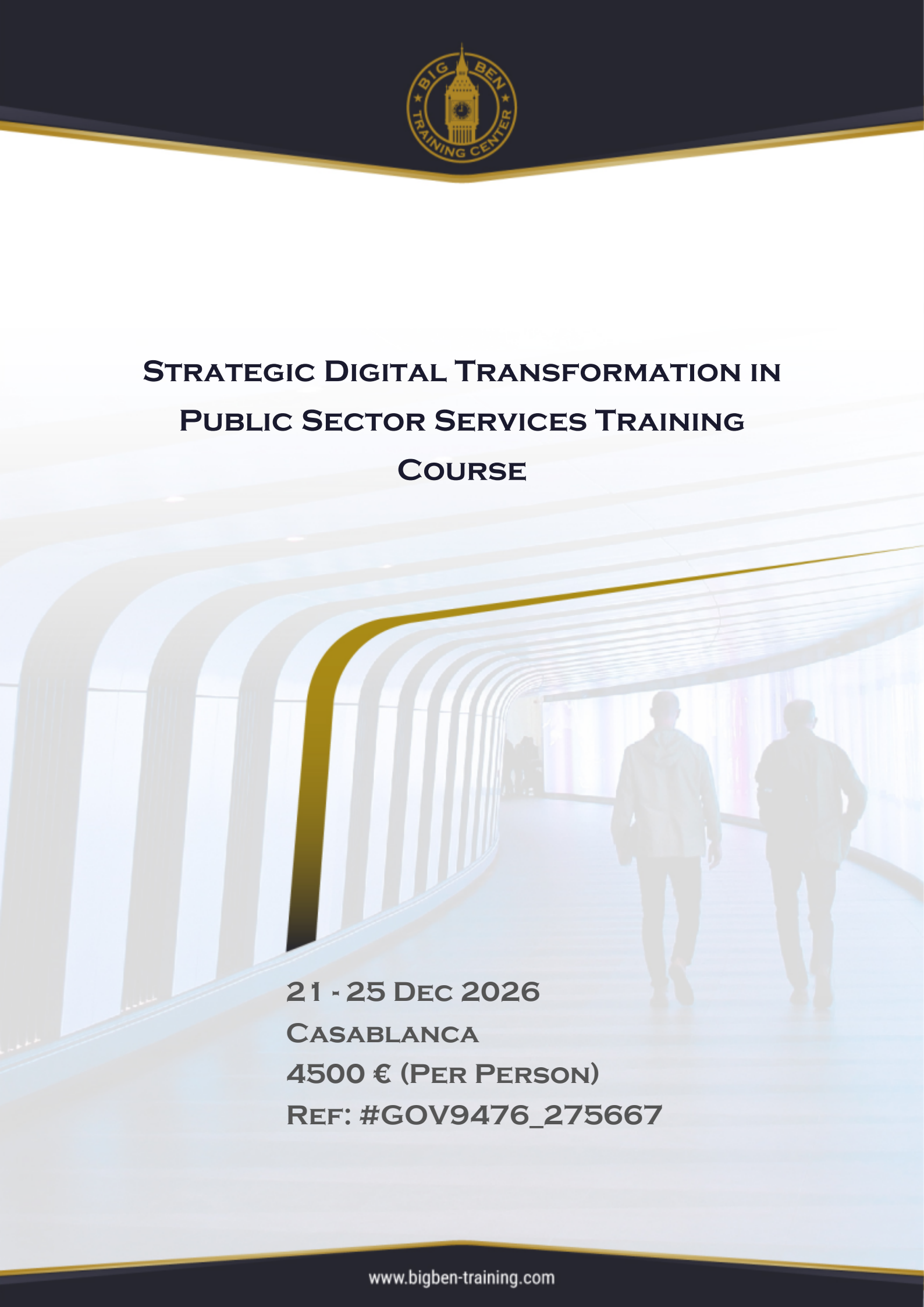
Strategic Digital Transformation in Public Sector Services Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #GOV9476_275667

Course Introduction / Overview:

The global shift towards digitalization is fundamentally reshaping the public sector, demanding a transition from traditional, paper-based processes to agile, citizen-centric digital services. This course provides a comprehensive roadmap for leaders and professionals tasked with navigating this complex transformation. It moves beyond theoretical concepts to offer practical strategies for designing, implementing, and managing sustainable digital government initiatives. Drawing upon the foundational principles outlined by scholars like Jane Fountain in her seminal work, "Building the Virtual State: Information Technology and Institutional Change," this program explores the deep institutional shifts required for genuine transformation. Participants will learn how to leverage technology not just as a tool for efficiency, but as a catalyst for creating more transparent, responsive, and inclusive public services. At BIG BEN Training Center, we have designed this curriculum to empower public sector innovators to build the digital government of the future, ensuring that technology serves the core mission of public service and enhances the relationship between the state and its citizens. This journey covers everything from strategic planning and policy alignment to the ethical implementation of emerging technologies like AI and data analytics.

Target Audience / This training course is suitable for:

- Public Sector Executives and Senior Managers.
- Government IT and Digital Service Professionals.
- Policy Makers and Advisors.
- Project and Program Managers in Government.
- Heads of Government Departments and Agencies.
- Civil Servants involved in service delivery and reform.
- Public Sector Consultants.
- Municipal and Local Government Leaders.

Target Sectors and Industries:

- Federal and National Government Agencies.
- State, Provincial, and Regional Government Bodies.
- Local Government and Municipalities.
- Public Utilities and Transportation Authorities.
- Public Healthcare and Social Services.
- Public Education Institutions.
- Law Enforcement and Public Safety Agencies.
- Non-Profit Organizations collaborating with government.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive digital transformation strategy and roadmap for a public agency.
- Analyze and re-engineer public service delivery processes using citizen-centric design principles.
- Evaluate the potential of emerging technologies such as AI, IoT, and blockchain for government services.
- Establish robust data governance frameworks to ensure privacy, security, and ethical data use.
- Lead and manage the organizational change associated with digital transformation.
- Foster a culture of innovation and continuous improvement within the public sector.
- Measure the performance and impact of digital government initiatives using key metrics.
- Navigate the policy, regulatory, and procurement challenges of GovTech implementation.

Course Methodology:

This training course at BIG BEN Training Center employs a dynamic and interactive learning methodology designed for adult professionals. The approach is centered on practical application and collaborative problem-solving. Theoretical sessions are complemented by in-depth case studies of successful and challenging digital government projects from around the world. Participants will engage in interactive workshops, group discussions, and simulation exercises that mirror real-world scenarios in public sector transformation. The methodology encourages peer-to-peer learning, allowing participants to share experiences and insights from their own organizations. Expert facilitators guide sessions on strategic planning, service design, and change management, ensuring a rich learning environment. Emphasis is placed on developing actionable plans that can be implemented upon returning to the workplace. Through a blend of lectures, hands-on activities, and structured feedback, the course ensures that participants not only grasp the concepts but also build the confidence and skills to lead digital initiatives effectively.

Course Agenda (Course Units):

Unit One: Foundations of Digital Government Transformation

- The Evolution from E-Government to Digital Government.
- Key Drivers and Imperatives for Public Sector Digitalization.
- Understanding the Core Components of a Digital Government Ecosystem.
- Global Trends and Benchmarks in Digital Public Services.
- Challenges and Barriers to Digital Transformation in Government.
- The Role of Leadership and Vision in Driving Change.
- Defining Citizen-Centricity in the Public Sector Context.

Unit Two: Crafting the Digital Transformation Strategy

- Conducting a Digital Maturity and Readiness Assessment.
- Engaging Stakeholders and Building a Coalition for Change.
- Developing a Clear Vision and Mission for Digital Transformation.
- Creating a Strategic Roadmap with Measurable Milestones.
- Aligning Digital Strategy with Public Policy and Organizational Goals.
- Resource Planning and Budgeting for Digital Initiatives.
- Frameworks for Prioritizing Digital Projects and Investments.

Unit Three: Citizen-Centric Service Design and Delivery

- Principles of Human-Centered Design for Public Services.
- Mapping the Citizen Journey to Identify Pain Points and Opportunities.
- Prototyping and Iterating Digital Service Solutions.
- Developing a Multi-Channel Service Delivery Strategy (Web, Mobile, Kiosks).
- Ensuring Digital Accessibility and Inclusivity for all Citizens.
- User Experience (UX) and User Interface (UI) Best Practices.
- Collecting and Analyzing Citizen Feedback for Continuous Improvement.

Unit Four: Enabling Technologies and Data Governance

- An Overview of Key GovTech: Cloud, AI, Big Data, and Blockchain.
- Building a Secure and Scalable Digital Public Infrastructure.
- Developing a Government-Wide Data Strategy.
- Principles of Data Governance, Quality, and Interoperability.
- Ensuring Data Privacy and Cybersecurity in Public Systems.
- The Role of Open Data in Fostering Transparency and Innovation.
- Ethical Considerations of AI and Algorithmic Decision-Making in Government.

Unit Five: Implementation, Change Management, and the Future

- Agile and DevOps Methodologies for Public Sector Projects.
- Managing Organizational Culture and Resistance to Change.
- Developing Digital Skills and Capabilities within the Workforce.
- Procurement and Partnership Models for GovTech Solutions.
- Measuring the Impact and Return on Investment of Digital Services.
- Anticipating Future Trends in Government Technology.
- Building a Resilient and Adaptive Digital Government.

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 governments balance the drive for data-driven efficiency with the fundamental rights to citizen privacy and data protection?

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

This course distinguishes itself by focusing on the strategic and human dimensions of digital transformation, rather than solely on technology. While many programs concentrate on specific software or platforms, this curriculum emphasizes the leadership, policy, and change management skills essential for success within the unique constraints of the public sector. It addresses the critical challenge of shifting institutional culture from a risk-averse bureaucracy to an agile, innovative organization. The content is built around real-world case studies, exploring both successes and failures to provide practical, actionable lessons. Participants will not just learn about emerging technologies; they will learn how to build a business case for them, navigate complex procurement processes, and ensure their ethical implementation. The course uniquely integrates principles of citizen-centric design and digital inclusivity, ensuring that the transformation serves all members of society. It is designed as a holistic leadership program that empowers participants to become effective change agents, capable of building a more responsive, efficient, and trusted government for the digital age.