Strategic Innovation Leadership for Government & Nonprofit Impact Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #INN5252_265286

Course Introduction / Overview:

This training course is an advanced program designed specifically for leaders in the public and non-profit sectors who want to drive meaningful change and address complex social challenges. It recognizes that innovation in these sectors is not about financial gain, but about creating greater social and public value. Participants will learn how to apply principles of strategic innovation within the unique constraints of government and non-profit organizations, including bureaucratic barriers, resource limitations, and political complexities. The program covers a range of topics, including design thinking for public services, public-private partnerships, and impact measurement. The curriculum is informed by leading thinkers like Mariana Mazzucato, whose book The Entrepreneurial State highlights the critical role of the public sector in driving innovation. This course at BIG BEN Training Center emphasizes a blend of strategic planning, political acumen, and creative problem-solving. By the end, professionals will have the skills to lead innovation initiatives that deliver tangible, positive outcomes for the public and the communities they serve.

Target Audience / This training course is suitable for:

- Public sector managers and civil servants.
- Leaders of non-profit and non-governmental organizations (NGOs).
- Urban planners and public policy makers.
- Social entrepreneurs and community leaders.
- Grant managers and foundation staff.
- Anyone working to address social and public challenges.
- Consultants working with government and non-profit sectors.

Target Sectors and Industries:

- Government Agencies and Public Administration.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Social and Community Services.
- Healthcare and Public Health.
- Education and Public Policy.
- Urban Planning and Development.
- International Development.

Target Organizations Departments:

- Public Administration.
- Strategic Planning.
- Policy and Research.
- Community Development.
- Social Services.
- Program Management.
- Human Resources (HR).

Course Offerings:

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

- Formulate an innovation strategy for a public or non-profit organization.
- Lead a team to address complex social problems.
- Navigate bureaucratic and political barriers to change.
- Design a new public service or program using a human-centered approach.
- Measure the social impact of an innovation initiative.
- Build and manage public-private partnerships.
- Develop a personal leadership style for social innovation.

Course Methodology:

This training course uses a highly practical and case-based methodology, focusing on the unique challenges of the public and non-profit sectors. The program is built around a series of real-world case studies of successful and unsuccessful social innovation initiatives. Participants will work in teams to tackle a new public or social challenge each day, using a variety of frameworks, like design thinking and systems thinking. The curriculum includes workshops where participants will practice stakeholder mapping and communication strategies tailored for a political or non-profit context. Instructors at BIG BEN Training Center will provide expert guidance, helping participants navigate the ethical and strategic complexities of public sector innovation. This pragmatic approach ensures that participants leave with a clear understanding of the principles of social innovation and the practical skills to apply them to their own organizations. This program is for professionals who want to make a lasting, positive impact on society.

Course Agenda (Course Units):

Unit One: The Foundations of Public Sector Innovation

- Defining social innovation and public value.
- Understanding the unique barriers to innovation in government and non-profits.
- The role of leadership in driving public sector changes.
- The difference between entrepreneurial and bureaucratic mindsets.
- Case study on a successful public sector innovation.
- Diagnosing your organization's readiness for change.
- Building a business case for a social innovation project.

Unit Two: Strategic Planning for Social Impact

- Formulating a mission-driven innovation strategy.
- Using systems thinking to analyze a complex social problem.
- Identifying and engaging key stakeholders.
- Building a portfolio of innovation projects to manage risk.
- The role of data and metrics in measuring social impact.
- Creating a roadmap for a new initiative.
- Workshop on a strategic planning exercise.

Unit Three: Leading the Innovation Process

- Applying design thinking to public services.
- Facilitating a human-centered design workshop.
- Engaging citizens and beneficiaries in the innovation process.
- Overcoming resistance from within and outside the organization.
- The role of communication in a public context.
- Building and managing a public-private partnership.
- Case study on a design-led public project.

Unit Four: Navigating the Political and Financial Landscape

- Understanding the financial realities of public and non-profit work.
- Identifying new funding models for innovation.
- Working with political leaders and elected officials.
- The art of negotiation and building a coalition.
- Managing the political risks of a new initiative.
- Communicating the value of innovation to the public.
- Workshop on a stakeholder management plan.

Unit Five: Measuring and Sustaining Change

- Establishing clear metrics for social impact.
- Using data to tell a compelling story of success.
- Developing a long-term plan for a new program.
- The role of a leader in advocating for their team.
- Building a culture of continuous learning and improvement.
- Final project presentation on a new social innovation 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 leaders in the public sector, who are often constrained by long-term planning cycles and political risk aversion, effectively cultivate a culture of rapid experimentation and learning from failure that is essential for true innovation?

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

This training course is unique because it is designed specifically for government and non-profit leaders, a demographic often overlooked by traditional innovation training. It recognizes that innovation in these sectors is driven by social impact, not profit, and provides a clear framework for navigating the unique challenges of bureaucracy, politics, and resource constraints. The curriculum is highly practical, with hands-on exercises that allow participants to apply tools like design thinking to real-world social problems. Unlike a traditional business course, this program emphasizes stakeholder management, public policy, and impact measurement. It gives professionals a valuable skill set that combines strategic foresight with a deep understanding of the public good. This is a course for leaders who want to move beyond incremental change and create a lasting, positive impact on the communities they serve.