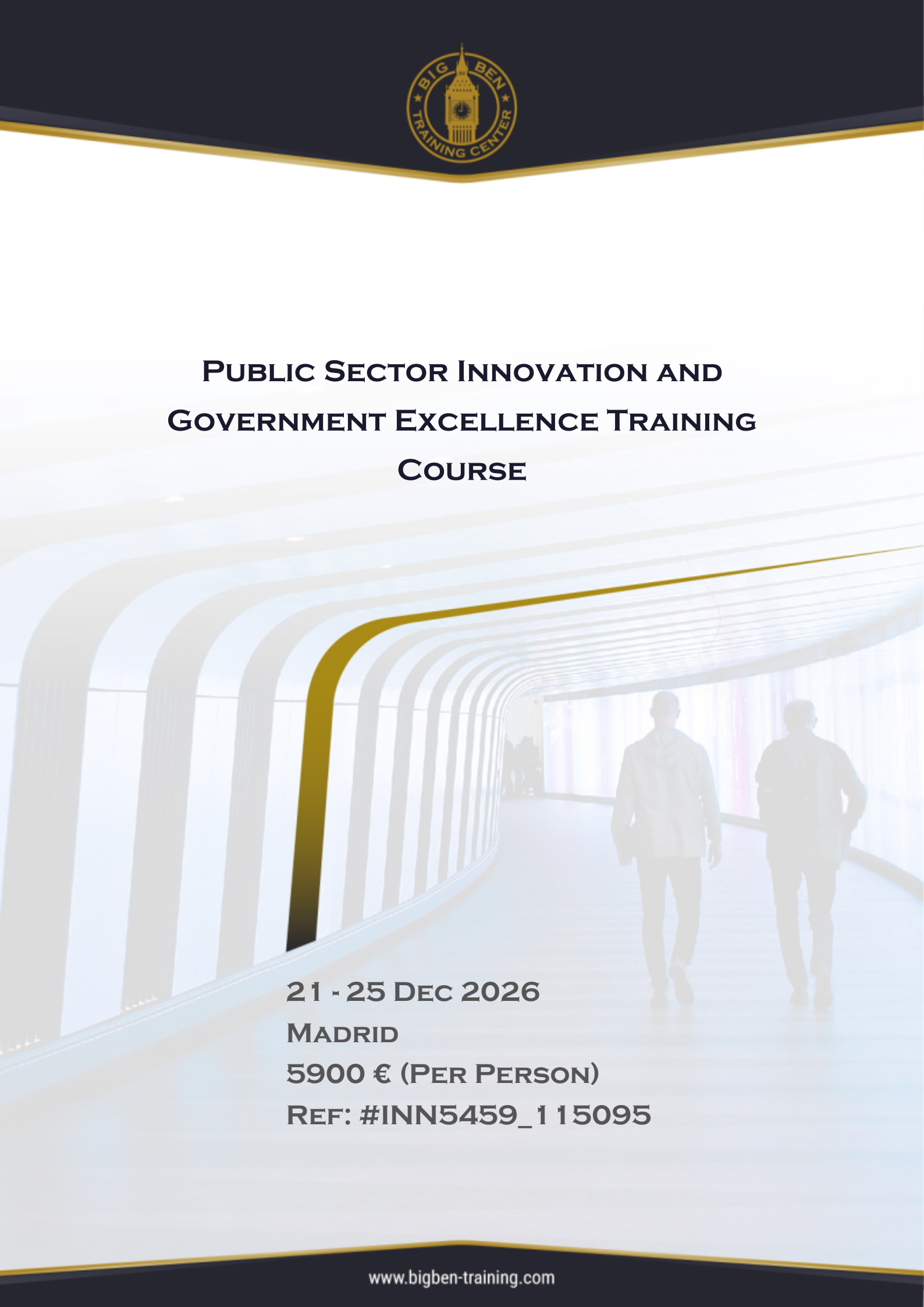
Public Sector Innovation and Government Excellence Training Course



21 - 25 Dec 2026

Madrid

5900 € (Per Person)

Ref: #INN5459_115095

Course Introduction / Overview:

This course is meticulously designed to equip public sector professionals with the essential skills and strategic mindset required to drive innovation and achieve excellence in government services. In an era of rapid technological advancement and evolving citizen expectations, the ability to innovate is no longer a luxury but a necessity for effective governance. This program delves into the core principles of public sector transformation, moving beyond traditional administrative models to embrace agility, efficiency, and a citizen-centric approach. Drawing upon foundational concepts from leading thinkers like Mark H. Moore and his seminal work, "Creating Public Value: Strategic Management in Government," the course explores how to generate tangible value for the public. Participants will learn to navigate the complexities of digital transformation, implement robust government excellence frameworks, and foster a sustainable culture of continuous improvement. BIG BEN Training Center provides a dynamic learning environment where theoretical knowledge is seamlessly integrated with practical application, empowering leaders to build responsive, resilient, and future-ready public institutions that truly serve the needs of their communities.

Target Audience / This training course is suitable for:

- Government Officials and Public Sector Leaders.
- Directors and Department Heads.
- Policy Analysts and Advisors.
- Strategic Planning Managers.
- Public Service Project Managers.
- Innovation and Transformation Specialists.
- Municipal and Local Government Officers.
- Public Administration Professionals.
- Team Leaders and Supervisors in government agencies.

Target Sectors and Industries:

- Federal and National Government Ministries and Agencies.
- State, Provincial, and Local Government Bodies.
- Public Corporations and State-Owned Enterprises.
- Regulatory Bodies and Authorities.
- Healthcare and Public Health Organizations.
- Educational Institutions and Public Universities.
- Non-Profit and Non-Governmental Organizations working with government.
- Public Utilities and Infrastructure Services.

Target Organizations Departments:

- Strategy and Corporate Planning Departments.
- Operations and Service Delivery Departments.
- Information Technology and Digital Transformation Units.
- Human Resources and Organizational Development.
- Policy and Research Departments.
- Finance and Budgeting Departments.
- Customer Service and Citizen Engagement Offices.
- Quality and Performance Management Departments.
- Legal and Compliance Departments.

Course Offerings:

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

- Develop a strategic framework for fostering innovation within a public sector context.
- Apply established government excellence models to enhance organizational performance.
- Lead digital transformation initiatives to create smarter, more efficient government services.
- Master citizen-centric service design principles to improve public satisfaction.
- Implement change management strategies to build an agile and innovative organizational culture.
- Utilize data-driven decision-making for effective policy formulation and evaluation.
- Analyze and manage the risks associated with public sector innovation projects.
- Enhance collaboration through public-private partnerships and stakeholder engagement.
- Measure and report on the impact and value of public service initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and grounded in real-world application. We believe that adult learning is most effective when it connects theory to practice. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Participants will engage in detailed case study analyses of successful and challenging public sector innovation projects from around the globe. Facilitated group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and collaborative problem-solving. Practical workshops and hands-on exercises will allow participants to apply concepts like service design thinking and process re-engineering to scenarios relevant to their own work environments. The course also features interactive simulations and role-playing activities to build practical skills in areas such as change management and stakeholder negotiation. Continuous feedback from the instructor and peers is a core component, ensuring a supportive and dynamic learning journey that fosters both individual growth and collective understanding.

Course Agenda (Course Units):

Unit One: Foundations of Public Sector Innovation and Excellence

- Defining public sector innovation and its unique challenges.
- The evolution of governance models from traditional bureaucracy to New Public Management.
- Introduction to government excellence frameworks (e.g., EFQM, Baldrige).
- The critical role of leadership in driving a culture of excellence.
- Understanding the concept of creating and measuring Public Value.
- Global trends and benchmarks in government performance.
- Ethical considerations and accountability in public innovation.

Unit Two: Designing and Delivering Citizen-Centric Services

- Principles of Design Thinking for the public sector.
- Mapping the citizen journey to identify pain points and opportunities.
- Techniques for co-creating services with citizens and stakeholders.
- Strategies for improving the user experience of digital government services.
- Implementing feedback mechanisms for continuous service improvement.
- Case studies in successful citizen-centric service redesign.
- Balancing personalization with privacy and data protection.

Unit Three: Leading Digital Transformation and Smart Government

- Key components of a government digital transformation strategy.
- Leveraging data analytics and business intelligence for policy making.
- The role of emerging technologies like AI and IoT in public services.
- Building a framework for e-governance and digital service delivery.
- Cybersecurity challenges and strategies for public institutions.
- Developing digital skills and literacy within the public workforce.
- Transitioning from e-government to truly smart government.

Unit Four: Building an Agile and Innovative Organizational Culture

- Change management principles for public sector transformation.
- Establishing and managing public sector innovation labs and teams.
- Applying agile and lean methodologies to government projects.
- Cultivating a mindset of experimentation and managed risk-taking.
- Breaking down silos to foster cross-departmental collaboration.
- Strategies for motivating and empowering public sector employees for innovation.
- Leveraging public-private partnerships to accelerate innovation.

Unit Five: Strategic Performance Management and Future-Ready Governance

- Developing meaningful Key Performance Indicators (KPIs) for public services.
- Frameworks for policy evaluation and impact assessment.
- Integrating sustainability and long-term thinking into strategic planning.
- Anticipatory governance and strategic foresight techniques.
- Building organizational resilience to navigate future disruptions.
- The future of work in the public sector and preparing the workforce.
- Creating a final action plan for implementing innovation and excellence.

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 public sector organizations balance the drive for rapid, disruptive innovation with the inherent need for stability, equity, and public trust?

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

This course distinguishes itself by adopting a holistic and strategic perspective on public sector improvement, moving beyond a narrow focus on specific tools or technologies. While many programs may concentrate on digital implementation, this curriculum integrates the human and cultural elements essential for sustainable change. It uniquely emphasizes the concept of "Public Value," teaching participants not just how to be more efficient, but how to create meaningful, measurable outcomes for citizens and society. The content is deeply rooted in both established academic frameworks and cutting-edge global case studies, providing a balanced view of what works in theory and in practice. Rather than simply presenting a list of best practices, the course methodology focuses on building the critical thinking and adaptive leadership skills necessary to diagnose organizational challenges and design context-specific solutions. It prepares participants to be true change agents, equipped to foster a resilient and innovative culture that can navigate the complexities of modern governance and build a government that is not only excellent in its operations but also trusted by the public it serves.