Innovation Accelerator for Public & Private Sectors Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #INN8381_265141

Course Introduction / Overview:

This training course is an intensive program designed to equip professionals with the practical tools and frameworks needed to accelerate innovation in both public and private sector organizations. The program moves beyond theoretical concepts to focus on a hands-on approach to problem-solving and implementation. Participants will learn how to identify opportunities for innovation, build and manage a project pipeline, and drive real change within their institution. The curriculum covers a wide range of topics, including design thinking, lean startup methodology, and strategic planning, all tailored to address the unique challenges of different organizational environments. It draws on the work of academics like Mariana Mazzucato, who in her book The Entrepreneurial State, argues that a state's strategic public investments can drive major innovation breakthroughs. This course at BIG BEN Training Center emphasizes a blend of strategic thinking and practical execution, providing a clear roadmap for participants to become agents of change. By the end of this accelerator, professionals will have a toolkit of actionable strategies to speed up the innovation process and deliver tangible results.

Target Audience / This training course is suitable for:

- Managers and directors in both public and private sectors.
- Government officials and civil servants.
- Project managers and program leaders.
- Business development specialists.
- Change management professionals.
- Policy advisors and strategic planners.
- Team leaders and department heads.

Target Sectors and Industries:

- Government and Public Administration.
- Technology and Information Services.
- Healthcare and Social Services.
- Education and Research.
- Financial Services and Banking.
- Manufacturing and Automotive.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Strategic Planning and Policy.
- Research and Development (R&D).
- Program Management.
- Human Resources (HR).
- Operations and Administration.
- Business Development.
- Public Relations and Communications.

Course Offerings:

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

- Apply a systematic process to accelerate innovation projects.
- Identify and overcome bureaucratic and organizational barriers to change.
- Use practical tools for ideation, prototyping, and testing new ideas.
- Develop a compelling business case for innovation initiatives.
- Lead cross-functional teams to deliver innovative solutions.
- Measure the impact of innovation in public and private sector contexts.
- Build a personal action plan to drive change in their own organization.

Course Methodology:

This training course uses a highly practical and action-oriented methodology, designed to function as an innovation accelerator. The program is built around hands-on workshops and real-world case studies from both public and private sectors. Participants will work in small teams to tackle a simulated innovation challenge from start to finish, applying tools like design sprints and agile development. The course emphasizes learning through doing, allowing participants to experiment with new ideas in a low-risk environment. We will use interactive sessions to facilitate peer-to-peer learning and provide immediate, constructive feedback. The curriculum is tailored to the specific context of public and private organizations, addressing the differences in funding, stakeholder management, and regulatory environments. This pragmatic approach at BIG BEN Training Center ensures that professionals leave with a concrete toolkit and the confidence to implement innovation initiatives that deliver tangible results and create lasting value.

Course Agenda (Course Units):

Unit One: The Innovation Landscape

- Defining innovation in both public and private sectors.
- Understanding the unique challenges and opportunities of each.
- Identifying the sources of friction that slow down innovation.
- Exploring different types of innovation for a changing world.
- Case study analysis on accelerating change in a bureaucracy.
- The role of leadership in creating an innovation-friendly culture.
- Assessing your organization's innovation readiness.

Unit Two: Strategic Ideation and Problem Framing

- Using design thinking to frame complex problems.
- Conducting stakeholder and user research.
- Generating a wide range of new ideas.
- Prioritizing ideas based on impact and feasibility.
- Developing a clear value proposition for a new solution.
- Building a strategic roadmap for innovation.
- Practicing collaborative brainstorming techniques.

Unit Three: Rapid Prototyping and Validation

- Understanding the concept of a minimum viable product (MVP).
- Building and testing a low-fidelity prototype.
- Designing and running a quick experiment to get user feedback.
- Iterating on a solution based on data and insights.
- Exploring different tools for rapid prototyping.
- Learning from failure and pivoting on an idea.
- Case study on a successful MVP launch.

Unit Four: Scaling and Implementation

- Developing a business case and securing funding.
- Building a cross-functional team for implementation.
- Creating a communication plan to gain buy-in.
- Overcoming resistance from stakeholders and staff.
- Developing a phased approach for rollout.
- Measuring the social and financial impact of innovation.
- Planning for sustainability and long-term scaling.

Unit Five: The Innovation Leader's Toolkit

- Learning negotiation and influence skills.
- Managing a portfolio of innovation projects.
- Fostering a culture of accountability and learning.
- Building a personal brand as a change agent.
- Creating a final action plan for a project in your own organization.
- Presenting and defending a project proposal.
- 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 4 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can public sector leaders encourage a culture of experimentation and risk-taking when their primary accountability is to the public and when a failure could be seen as a misuse of taxpayer funds?

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

This training course is unique because it is designed to be an innovation accelerator, providing a practical, results-oriented methodology for professionals in both the public and private sectors. Unlike other programs that focus on a single industry, this course highlights how innovation works in different environments, allowing for a valuable cross-pollination of ideas and strategies. The curriculum moves beyond abstract concepts to give participants a concrete toolkit of practical frameworks and hands-on exercises, from design thinking to rapid prototyping. The program is built on the principle of learning by doing, ensuring that participants can immediately apply their new skills to their own organizations. It directly addresses the specific bureaucratic and political challenges faced by public sector professionals, while also providing the strategic and business acumen needed in the private sector. This course is not just about understanding innovation, it is about accelerating it, giving professionals the skills to cut through red tape and deliver tangible results quickly.