BLACKBIRD FOR TRAINING

Public Sector Management and Reform

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Barcelona (Spain)

UK Traininig
PARTNER



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Introduction

Public Sector Management and Reform is a cornerstone for building efficient, transparent, and citizen-centered government institutions. In today's rapidly evolving economic, social, and technological landscape across the Middle East and North Africa, the demand for modernizing administrative structures, improving efficiency, and delivering high-quality public services has never been greater.

This program is designed for executives, team leaders, and specialists across public and private sector organizations. It equips participants with the knowledge and tools to manage change, strengthen institutional performance, and adopt global best practices in public sector reform. The course targets professionals at all levels: from early- and mid-career employees seeking to sharpen their skills, to senior leaders aiming to reinforce their strategic capabilities.

Course Objectives

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

- Understand the fundamentals of public sector management and reform.
- Analyze challenges facing government institutions in the region.
- Apply practical tools to improve institutional performance.
- Develop strategies for organizational change and transformation.
- Implement international best practices in public administration reform.
- Strengthen transparency, accountability, and good governance principles.
- Link public sector reform to national economic and social development goals.
- Evaluate the impact of reforms on service delivery and citizen satisfaction.

Course Outlines

Day One: Theoretical Foundations of Public Sector Management and Reform

- Defining public sector management and reform.
- Distinguishing between public and private sector management.
- Principles of good governance in government institutions.
- Legal and regulatory frameworks in public administration.
- Historical evolution of public administration models.
- Case discussions from regional and global contexts.



Day Two: Contemporary Challenges and Performance Improvement Tools

- Economic and financial challenges facing the public sector.
- Human resource management in government organizations.
- Digital transformation and its impact on public services.
- Tools for institutional performance measurement.
- Managing efficiency and effectiveness in service delivery.
- Practical exercise: evaluating institutional performance.

Day Three: Change Management and Institutional Transformation

- The importance of change in public sector organizations.
- Strategies for designing and implementing reform programs.
- Managing resistance to change and building new organizational cultures.
- The role of leadership in steering transformation.
- Engaging stakeholders in the reform process.
- Workshop: developing a reform action plan.

Day Four: Case Studies in Public Sector Reform

- Successful reform experiences in different countries.
- Comparative analysis of public administration systems.
- Identifying factors behind the success and failure of reforms.
- Monitoring and evaluation tools for reform programs.
- Practical application: analyzing a real reform case.
- Group discussion: regional challenges and lessons learned.

Day Five: Evaluation, Simulation, and Lessons Learned

- Comprehensive review of key concepts and tools.
- Full simulation of a public sector reform program.
- Group performance assessment and feedback.
- Individual evaluations and personalized recommendations.
- Developing professional and institutional growth plans.
- Extracting future lessons for sustainable reform.



Why Attend This Course: Wins & Losses!

- Gain a holistic understanding of public sector management and reform.
- Acquire practical tools to enhance institutional performance.
- Strengthen leadership and change management capabilities.
- Learn from global best practices and real reform experiences.
- Participate in workshops and simulations for hands-on application.
- Foster principles of transparency, accountability, and governance.
- Improve the ability to design and implement reform programs.
- Receive a professional certification to advance career growth.

Conclusion

The Public Sector Management and Reform program provides a comprehensive and practical learning journey that combines theory with application. Participants will gain the tools and strategies needed to design, implement, and evaluate reform initiatives within government institutions.

Through case studies, workshops, and simulations, the course empowers professionals to build advanced leadership and strategic skills, helping to create more efficient, transparent, and citizen-focused institutions. This is not just a training course—it is a strategic investment in developing the future of public administration and sustainable development.

