

# **PUBLIC SECTOR LEADERSHIP & GOVERNMENT MANAGEMENT**

Casablanca - Morocco  
28 - Sep 2026 - 02 - Oct 2026  
\$5,500



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Introduction

Effective leadership and strategic management are essential for the success of public sector organizations. In an era of rapid changes, government leaders must develop the skills and competencies required to navigate complex challenges, implement policies effectively, and enhance public service delivery.

The Public Sector Leadership & Government Management course offered by Gentex Training Center provides an in-depth understanding of the principles and best practices in public administration, governance, and policy implementation. This five-day training program equips participants with the knowledge and practical strategies to enhance their leadership skills, improve decision-making processes, and foster innovation within government institutions.

## Public Sector Leadership & Government Management Course Objectives

- Understand key leadership principles specific to the public sector and their impact on government performance.
- Develop strategic decision-making skills to effectively manage policies and programs.
- Enhance communication and stakeholder engagement techniques for improved governance.
- Learn best practices in public service innovation and process improvement.
- Strengthen their ability to handle ethical dilemmas and promote transparency and accountability.
- Identify challenges in government management and apply problem-solving strategies.
- Improve team management and leadership skills to drive organizational success.
- Gain insights into global trends in public sector leadership and their relevance to local governance.



## Course Methodology

- Case studies and real-world scenarios
- Group discussions and collaborative exercises
- Expert-led presentations and knowledge-sharing sessions
- Role-playing activities to enhance leadership skills
- Practical tools and frameworks for immediate application

## Who Should Take This Course

- Government officials and public sector leaders
- Policy advisors and decision-makers
- Senior and mid-level managers in government institutions
- Professionals involved in public administration and governance
- Individuals seeking to advance their careers in the public sector

## Public Sector Leadership & Government Management Course Outline

### Day 1: Foundations of Public Sector Leadership

- Overview of public sector leadership and governance
- Key leadership competencies for government officials
- The role of ethics, integrity, and accountability in public service
- Decision-making frameworks for effective governance
- Case study: Successful government leadership models



## Day 2: Strategic Management and Policy Implementation

- Principles of strategic management in government
- Policy development and implementation strategies
- Managing change and driving innovation in the public sector
- Crisis management and emergency response planning
- Group activity: Analyzing real-world policy challenges

## Day 3: Stakeholder Engagement and Communication

- Effective communication strategies for government leaders
- Public relations and media management in governance
- Engaging citizens and building trust in public institutions
- Collaborative governance: Working with private and non-governmental sectors
- Practical exercise: Designing a public communication strategy

## Day 4: Performance Management and Public Service Excellence

- Key performance indicators for public sector success
- Process improvement techniques and service delivery optimization
- Leadership in digital transformation and e-governance
- Workforce development and talent management in government
- Case study discussion: Public service innovation success stories



## Day 5: Leadership Challenges and Future Trends

- Addressing contemporary challenges in government leadership
- Adaptive leadership in the face of economic and political shifts
- The future of public sector leadership and governance
- Personalized leadership development action plans
- Final assessment and participant feedback session

## Conclusion

By successfully completing the Public Sector Leadership & Government Management course at Gentex Training Center, participants will gain valuable insights into effective leadership and governance strategies. This program empowers government professionals to enhance their decision-making skills, drive policy implementation, and improve public service delivery. Through a comprehensive learning experience, participants will develop the expertise needed to navigate the complexities of the public sector and contribute to sustainable governance and institutional success.