

# Public Sector Certificate in Strategy & Transformation

## TRAINING

Learning how to develop and implement strategies and understanding how business transformation is delivered



Facilitated by  
SAMANTHA YUEH

Online → Wednesday, February 14 & 21, 2024



## Overview

In an era where technology is reshaping the very foundation of public services, governments must pivot to remain agile, efficient, and responsive. This course will immerse you in the intricacies of strategy and transformation tailored explicitly for the government environment, informed by global best practices and real-world applications. Armed with insights from seasoned professionals with rich experience in digital transformation, you'll discover not only the theory behind public sector innovation but also the hands-on skills to instigate meaningful change. In addition, you'll access invaluable resources and templates, which will become an indispensable part of your strategic toolkit.

## Why Attend

- **Deep Dive into Digital Transformation:** Learn from real-world experiences how to navigate the complexities of digital transformations in the public sector.
- **Hands-on Approach:** Engage in activities like User Journey Mapping, Crazy 8's Rapid Ideation, and HMWs to get a feel for the actual processes, rather than just theoretical knowledge.
- **Beyond the Basics:** Understand how cutting-edge technologies like VR/AR/MR can be harnessed for public sector advancements.
- **Agile & Scrum:** Incorporate agile methodologies and scrum practices for project efficiency and streamlined processes.
- **Design Thinking:** Delve into the core principles of CX Design and how it applies to public services.
- **Custom Resources:** Benefit from exclusive templates and resources tailored to the public sector's unique challenges and opportunities.

## Learning Outcomes

- **Strategic Insight:** Gain a comprehensive understanding of transformation strategies tailored for the public sector.
- **Operational Expertise:** Learn to integrate operating models with transformative strategies and navigate the nuances of digital transformation.
- **Customer-Centric Techniques:** Master the art of CX Design and Design Thinking for the public sector, ensuring the citizens are at the heart of every strategy.
- **Digital Mastery:** Delve into the tools and techniques, including Agile and Scrum, vital for steering digital transformations.
- **Practical Application:** Engage in hands-on activities like User Journey Mapping, HMWs, and Crazy 8's Rapid Ideation to turn theoretical knowledge into actionable insights.
- **Technological Foresight:** Gain insights into the potential applications of emerging technologies like VR/AR/MR in the public sector.
- **Risk Management:** Understand how to identify project risks in the public sector and craft effective mitigation plans.
- **Comprehensive Evaluation:** Learn to define key measures, KPIs, and tools vital for tracking the progress and performance of transformation projects.

## Who Should Attend

- Managers
- Assistant Directors
- Advisors
- Officers

## Meet Your Facilitator



SAMANTHA YUEH

Samantha Yueh is a seasoned Digital Transformation Consultant with a distinguished track record across Canada, Taiwan, and the United States. She possesses profound expertise in Agile methodologies and UX design, having facilitated transformative processes for a broad spectrum of industries, from healthcare to gaming. Samantha holds a Master's in Digital Media from a renowned Canadian institution. Not only is she certified in Scrum and Design Sprint methodologies, but she is also recognized as an industry thought leader. Samantha's skill set is enhanced by her exceptional capability in stakeholder management, a crucial element in her roles as a trainer and facilitator. Her consultancy approach melds cutting-edge technology with the subtleties of human-centric design. She stands out for her unparalleled ability to guide teams, oversee complex projects, and champion innovation. Samantha epitomizes professionalism, consistently setting standards in delivering top-tier user experiences that advance business goals.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organization.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space



## 9:00am Orientation and Setup

- Ensuring all participants are connected, audio and video checks.
- Brief virtual tour of the tools/platform being used.

## 9:20am Overview of Transformation Strategies

- Importance of transformation in the public sector.
- Discussion: Transformations in attendees' organizations.

## 10:00am Operating Models and Their Interactions

- Introduction to operating models.
- Their relationship with transformational strategies.

## 10:40am Morning Break

## 10:55am Tools for Operating Model and Transformation Design

- Essential tools for crafting transformational strategies.
- Case studies from the Australian Public Sector.

## 11:35am Introduction to CX Design and HMWs

- The role of customer experience in transformation.
- Exploring HMWs and their relevance.

## 12:05pm Lunch Break

## 1:05pm Value Proposition and Problem Statement Activities

- Crafting compelling value propositions.
- Developing problem statements

## 1:45pm Basics of Customer Journey Mapping

- Steps of mapping customer journeys.
- Brief activity introduction for later in the day.

## 2:25pm Afternoon Break

## 2:40pm Customer Journey Mapping Activity

- Map a journey for a public sector service.

## 3:20pm Applied Digital Transformation Case Study

- Brief overview of a successful digital transformation project.
- Group discussion on potential challenges faced.

## 4:00pm Recap, Q&A, and End of Day 1

- Reflection on the day's topics and activities.
- Setting the stage for Day 2 and providing a brief overview of the upcoming topics.

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**9:00am**    **Technical Setup and Recap of Day 1**

- Addressing any technical issues.
  - Brief recap of the previous day's highlights.
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**9:20am**    **Value Chain Mapping and IT Limitations**

- Unpacking the value chain's significance.
  - Recognizing IT solution limitations.
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**10:00am**    **Process Analysis Overview and Decomposition Activity**

- Introduction to process optimization.
  - Activity: Decompose a process and identify stages.
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**10:40am**    **Morning Break**

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**10:55am**    **Measures, KPIs, and Their Relevance**

- Crafting actionable KPIs.
  - Discussion about KPIs in participants' organizations.
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**11:35am**    **Lunch Break**

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**12:35pm**    **Dependency Mapping Overview and Risk Management Discussion**

- Introduction to understanding project dependencies.
  - Crafting mitigation strategies.
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**1:15pm**    **Synthesis: The Big Picture**

- Integrating concepts, tools, and activities.
  - Discussion on their application in real-life roles.
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**1:55pm**    **Afternoon Break**

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**2:10pm**    **Applied Case Study Discussion**

- Reviewing a real-world transformation project.
  - Discussing solutions based on the course content.
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**2:50pm**    **Closing Remarks, Feedback, and Reflection**

- Sharing feedback on the virtual experience.
  - Encouraging participants to create an actionable plan.
  - Facilitator guidance on setting SMART goals.
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**3:30pm**    **Personal Action Planning Activity**

- Participants to draft their strategies using learned concepts.
  - Group discussion on proposed plans and final Q&A
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**4:00pm**    **End of Day 2**

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