MERCURY

Public Administration and Leadership Program

26 – 30 July 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 121591_1081707 **Date:** 26 – 30 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction

The Public Administration and Leadership course provides an understanding of modern governance systems, institutional leadership practices, and public sector management strategies. It explores how government institutions and public organizations achieve operational efficiency, policy implementation, and sustainable development goals through effective administrative leadership. Participants examine leadership styles, strategic planning methods, organizational behavior, and decision-making models used in contemporary public administration. The program focuses on governance frameworks, public policy analysis, human capital management, and performance improvement within governmental and non-governmental institutions. It emphasizes ethical leadership, digital transformation in public services, crisis management, and institutional accountability to support effective administrative performance. Through theoretical learning and applied study scenarios, participants develop practical knowledge that strengthens leadership capabilities and enhances administrative excellence in public sector environments.

Targeted Groups

This Public Administration and Leadership training targets professionals seeking knowledge and skills:

- Public sector managers and supervisors.
- Government officials and administrators.
- Municipal and local authority employees.
- Strategic planning and policy specialists.
- Human resource professionals in public institutions.
- Administrative coordinators and department heads.
- Leadership development professionals.
- Professionals working in governance and compliance roles.
- Public service improvement specialists.
- Professionals seeking careers in public administration leadership.
- Consultants supporting institutional transformation projects.
- Individuals preparing for senior administrative positions.

Course Objectives

Participants will achieve the following objectives by completing the Public Administration and Leadership course:

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- Understand the principles of modern public administration.
- Analyze public sector leadership models and practices.
- Improve strategic leadership and governance capabilities.
- Develop institutional planning and policy implementation skills.
- Enhance administrative decision-making abilities.
- Understand organizational behavior within government institutions.
- Apply performance management systems in public organizations.
- Strengthen communication and stakeholder engagement practices.
- Evaluate public service quality improvement strategies.
- Understand risk management and crisis response planning.
- Improve ethical leadership and accountability practices.
- Examine digital transformation in public administration.
- Develop leadership approaches for organizational change management.
- Enhance problem-solving and administrative innovation skills.
- Support institutional sustainability and operational excellence.

Targeted Competencies

Participants will gain the following competencies during the Public Administration and Leadership program:

- Strategic leadership and institutional planning skills.
- Public policy evaluation and implementation abilities.
- Administrative problem-solving and analytical thinking.
- Governance and regulatory compliance understanding.
- Organizational performance management capabilities.
- Public sector communication and negotiation techniques.
- Leadership decision-making and team management skills.
- Crisis management and administrative risk assessment.
- Institutional development and service improvement practices.
- Human capital management within public organizations.
- Ethical leadership and accountability application.
- Digital governance and public sector innovation awareness.
- Change management and organizational transformation abilities.

Studying Scenarios

In this Public Administration and Leadership training, participants develop skills through the following scenarios:

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- Managing institutional restructuring within a government authority.
- Developing strategic plans for public sector performance improvement.
- Responding to administrative crises and operational disruptions.
- Evaluating public policy implementation effectiveness.
- Leading organizational change in government institutions.
- Improving the quality of citizen services and stakeholder engagement.
- Addressing governance and accountability challenges.
- Managing workforce performance in public administration environments.

Course Content

Unit 1: Foundations of Public Administration and Governance

- Introduction to public administration systems and structures.
- Principles of modern public sector management.
- Evolution of administrative leadership in government institutions.
- Roles and responsibilities of public administrators.
- Government operations and institutional coordination mechanisms.
- Public governance frameworks and accountability systems.
- Administrative ethics and transparency principles.
- Public-sector organizational structures and hierarchical models.
- The relationship between governance and sustainable development.

Unit 2: Leadership Strategies in Public Sector Organizations

- Fundamentals of leadership in public administration.
- Leadership styles used in government institutions.
- Strategic leadership and institutional direction setting.
- Building high-performance public sector teams.
- Communication strategies for administrative leaders.
- Decision-making models in complex administrative environments.
- Leadership challenges during organizational transformation.
- Motivating employees within public institutions.
- Leadership approaches for policy implementation success.

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Unit 3: Strategic Planning and Public Policy Management

- Fundamentals of strategic planning in public organizations.
- Public policy development and implementation processes.
- Environmental analysis and institutional assessment methods.
- Setting organizational goals and performance indicators.
- Resource allocation and operational planning techniques.
- Policy evaluation and performance measurement frameworks.
- Risk management strategies in public administration.
- Public budgeting and financial planning concepts.
- Institutional sustainability and long-term planning practices.

Unit 4: Human Capital Management and Organizational Performance

- Human resource management in public administration.
- Workforce planning and talent development strategies.
- Employee performance management systems.
- Organizational behavior in government institutions.
- Conflict management and workplace communication techniques.
- Building collaborative institutional cultures.
- Professional development and leadership succession planning.
- Employee engagement and productivity improvement methods.
- Diversity, inclusion, and ethical workplace practices.

Unit 5: Innovation, Digital Transformation, and Crisis Management

- Digital transformation in public sector administration.
- Smart government initiatives and e-government services.
- Innovation management within public institutions.
- Crisis management and emergency response planning.
- Institutional resilience and operational continuity strategies.
- Cybersecurity awareness in government operations.
- Data-driven decision-making in public administration.
- Managing public trust during organizational crises.
- Future trends in public administration and leadership development.

Final Insights & Key Takeaways

Effective public administration and leadership require strategic vision, ethical governance, and strong institutional management capabilities to achieve sustainable organizational success. Participants gain advanced theoretical knowledge to support leadership excellence, administrative efficiency, and continuous improvement in modern public-sector environments.