DIGITAL TRANSFORMATION IN PUBLIC SERVICES: STRATEGIC TOOLS FOR INNOVATION

Driving Innovation and Efficiency in Public Services Through Digital Transformation

LEAD EXPERT

Dr Bojan Lalić

Dr Bojan Lalić is a Full Professor at the Faculty of Technical Sciences, University of Novi Sad, Department of Industrial Engineering and Management (Chair for Production Systems, Organisation and Management) and the Head of MBA (Master of Business Administration) studies in Engineering Management. He is a Visiting professor at four universities: Donghua University, Shanghai, and The People's Republic of China; Technical University Graz, Austria; Technical University Wien, Austria; and University of Maribor, Slovenia. His research, teaching, and advisory activities intersect digital transformation, industrial engineering, sustainable production, sustainable business strategy, and management. Professor Lalić published more than 30 papers in the best scientific journals listed on ISI Thomson Reuters and more than 100 papers presented at scientific and professional conferences. He is also an Editorial Board Member of the International Journal of Industrial Engineering and Management.

TRAINING AGENDA

Day 1: Demystifying Digital Transformation & Harnessing Customer Networks

9:00 AM - 9:15 AM | Opening Remarks & Course Introduction

9:15 AM - 10:45 AM

Session 1: Demystifying the Concept of Digital Transformation

- What is and is not digital transformation
- Informatization vs. Digitization vs. Digital Transformation
- The Five domains of Digital Transformation: Customers, Competition, Data, Innovation, Value
- Changes in strategic assumptions from the analog to the digital age

10:45 AM - 11:15 AM - Coffee Break

11:15 AM - 12:45 PM

Session 2: Harnessing Customer Networks

- Reinvented public engagement strategies
- Path to public service utilization
- Core behaviors of public networks

12:45 PM - 1:45 PM - Lunch Break

1:45 PM - 3:15 PM | Workshop 1: The Public Network Strategy Generator

- Interactive exercises on public network behaviors

3:15 PM - 3:45 PM - Coffee Break

3:45 PM - 5:00 PM

Session 3: Build Platforms, Not Just Services

- Platform business models
- (In)direct network effects
- (Dis)intermediation
- Competitive value chains in public services

End Day 1

Day 2: Turning Data into Assets & Fostering Innovation

9:00 AM - 10:45 AM | Workshop 2: Designing Platform Business Models

- Hands-on activities to create platform strategies for public services

10:45 AM - 11:15 AM - Coffee Break

11:15 AM - 12:45 PM

Session 4: Turn Data into Public Assets

- Templates of data value in public services
- Drivers of big data in public administration
- Data-driven decision-making

12:45 PM - 1:45 PM - Lunch Break

OTHER COURSES

PM² PROJECT MANAGEMENT METHODOLOGY FOR EUROPEAN FUNDED PROJECTS

PROPOSAL WRITING FOR RESEARCH & INNOVATION PROJECTS

MASTERING ERASMUS+ PROPOSAL DEVELOPMENT: FROM PROJECT CONCEPT TO WINNING PROPOSAL

FINANCIAL ADMINISTRATION & AUDITING PREPARATION FOR EU FUNDED PROJECTS

RISK MANAGEMENT FOR EC FUNDED PROJECTS

IMPACT OF E.C. FUNDED RESEARCH

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TRAINING AGENDA

1:45 PM - 3:15 PM | Workshop 3: Data Value Creation

- **Practical applications of data value creation in public services**

3:15 PM - 3:45 PM - Coffee Break

3:45 PM - 5:00 PM

Session 5: Innovate by Rapid Experimentation

- Divergent and convergent experimentation
- Minimum viable prototype for public services
- Designing experimentation and testing plans

End Day 2

Day 3: Adapting Value Propositions & Mastering Disruption

9:00 AM - 10:45 AM

Session 6: Adapt Your Value Proposition

- Concepts of value
- Paths out of a shrinking public service market
- Steps to value proposition evolution in public services

10:45 AM - 11:15 AM - Coffee Break

11:15 AM - 12:45 PM | Workshop 4: Value Proposition Development

- Workshop on evolving value propositions in changing public service markets

12:45 PM - 1:45 PM - Lunch Break

1:45 PM - 3:15 PM

Session 7: Mastering Disruptive Service Models

- Defining disruption in public services
- Theories of disruption
- Public service model theory of disruption

3:15 PM - 3:45 PM - Coffee Break

3:45 PM - 5:00 PM | Wrap Up: Q&A, Lessons Learned, and Discussion

- Open forum for participants to ask questions
- Summarizing key takeaways from the training
- Discussing the application of new knowledge to participants' organizations and identifying potential next steps for their digital transformation efforts

End Day 3

Please note - This agenda should be considered as a backbone, the exact content and fl ow may vary to better accommodate the needs of each training group individually.

OPEN COURSES

Meticulously designed to provide an in-depth knowledge on European funding and policies

IN-HOUSE COURSES

Fully customised outcome orientated training focusing on specific organisation's objectives

TRAINING MISSIONS

Technical Support and Capacity Building services for European Agencies and Organisations

CONSULTATION

Tailored solutions for innovators and project stakeholders in their journey from inception to implementation

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