

# Executive Education Course in Government Transformation

for public sector employees outside the UK





Amazon Web Services (AWS) is sponsoring this programme as part of an ongoing partnership with the University of Exeter Business School, one of the leading business schools in the world. Professor Mark Thompson is a director of the Initiative in the Digital Economy (INDEX), a specialist unit dedicated to digital transformation, data intelligence, platform business models, and digital technologies. Supported by three Alan Turing Institute fellows and deep specialists in internet-driven disruption, INDEX collaborates closely with industry and government.

Exeter Business School is ranked #1 in the UK for graduate outcomes from the Higher Education Statistics Agency (HESA), and is proud to deliver the Exeter MBA, a leading global MBA for sustainability, ranked #1 (2017) and #2 (2018) in the Corporate Knights' Better World MBA rankings.

The University of Exeter is a member of the Russell Group of leading British research-intensive universities. AWS has been working with Exeter as a joint sponsor for a Centre of

Doctoral Training in Environmental Intelligence, however, the collaboration with Exeter in government transformation executive education is a first of its kind.

The business school is internationally accredited by EQUIS and AMBA, with an AACSB Business Education alliance membership, and delivers innovative business education and research to address major challenges confronting businesses and society.

## Course overview

The *Executive Education Course in Government Transformation* equips senior public servants and elected officials with the confidence and expertise they need to transform public services to meet the needs of their citizens.

Delivering better customer service on smaller administrative budgets means learning from data to improve citizen experiences, whilst leveraging common or commodity resources to join services, conserve resources, and better fund the frontline. But how are these activities related?

The course is led by academic and public service leaders who have delivered national-scale technology and business reforms resulting in significant savings and better public services. We've distilled the lessons from years of transformation in the world's leading digital governments into an intensive, hands-on learning experience.

Participants will hear from world-leading experts: tech entrepreneurs, academics, and public servants; as well as from technology startups and scale-up businesses who will explain how they've changed or created their own markets at scale. Each session will provide industry-leading insight into the major cloud-based technologies needed to achieve change whilst securely delivering services.

Alumni from the program will form a strong network and will facilitate future meetups and mentoring programs to support each other, as they transform policy and service delivery.

### You will learn:

- **The domain knowledge needed to be confident in using modern technology to implement digital reforms**
- **Lessons from years of transformation experience in the world's leading digital governments**
- **How to design and build a government digital service from scratch**

### You will be able to:

- **Lead a cross-government reform program with confidence**
- **Deliver cost savings by providing greater cost agility, increased affordability, and reduced capital expenditures**
- **Improve public services by leveraging technology such as data collection / analysis tools and automation to streamline processes**
- **Enhance decision making by transforming raw data into meaningful insights, empowering decision makers to take action**

## What you can expect

We use a mix of learning environments to keep the course fresh and engaging. Masterclasses in business and government transformation are punctuated with briefing sessions on emerging technologies.

A core component is the AGILE sprint, where participants apply the principles and techniques they learned to redesign a government digital service from scratch. This involves the use of proven frameworks such as Wardley Mapping, Content Design, and User Journey Mapping.

We also include hands-on sessions using new data science, collaboration, artificial intelligence, and Internet of Things tools, together with briefings from startups and scale-up businesses. There will also be an interactive business case simulation challenge.

At the end of the course, each participant will present a plan for transforming a key aspect

of their own organisation. They make pledges to one another that will form the basis of our future support and mentoring programs. There will also be time for questions and feedback in an “ask me anything” session at towards the end of each day - these informal sessions may be some of the most valuable time for participants.

Each day concludes with a dinner in which world-leading transformers share their personal perspective on themes ranging from foreign affairs and security, to operational reform, to data science and modelling.

## Course logistics

**Dates:** 24-27 June 2019

**Tuition:** Course tuition is free for participants. However, participants will need to arrange their own travel and accommodations.

**Location:** London, UK

**Course venues:** London has been referred to as the tech city of the future. Serving as the ideal setting to start digital transformation journeys, two iconic and transformational locations in London have been selected as course venues.

- 1. L39** – The first course venue is in Canary Wharf, the second financial district in London. Located at the eastern edge of the city, Canary Wharf has transformed London’s docklands and restored its role as a pivotal part of the capital’s fortunes. L39 was the first Canary Wharf building constructed during redevelopment and is a space dedicated to 1250 leaders in tech startups within the wharf.
- 2. The Gherkin** – The second venue is in the historic financial district, home to both the stock exchange and the Bank of England. Modern corporate skyscrapers tower above the vestiges of medieval alleyways. The Gherkin has become a recognizable feature of London, and is one of the city’s most widely recognised examples of contemporary architecture.

**Who should attend?:** Ideal candidates are political or operational leaders in the public sector. Examples of appropriate titles include: Director General, Vice Minister, Agency Chief Executive, and Deputy Chief Executive.

**Application process:** To apply or nominate a candidate, please reach out to your account manager or indicate your interest at: <https://pages.awscloud.com/GovExecEd2019.html> About 12-20 applicants will be selected based on their ability to set the strategic direction of their organization.

For more information, please visit <https://pages.awscloud.com/GovExecEd2019.html> or e-mail [wwps-government-transformation@amazon.com](mailto:wwps-government-transformation@amazon.com).



# Course schedule

	MON June 24 <sup>th</sup> L39	TUE June 25 <sup>th</sup> L39	WED June 26 <sup>th</sup> The Gherkin	THU June 27 <sup>th</sup> The Gherkin
9.00	Keynote: Speed, Scale, Innovate <b>Saul Klein</b>	Masterclass: "We need to talk about design!" <b>Sarah Richards</b>	Masterclass: Using Open as the dynamic force behind reform <b>Liam Maxwell</b>	Course Recap <b>Liam Maxwell, Mark Thompson</b>
10.00	Masterclass: Cloud First - How the Internet is changing business <b>Mark Thompson</b>	AGILE Sprint Building a Digital Service	Tech Primer 3: Artificial Intelligence <b>Neil Mackin</b>	Start-up Pitches
11.30	Masterclass: Focus and Leverage - Redefining value in the Lego Age <b>Liam Maxwell, Mark Thompson</b>		Tech Primer 4: Cyber Security <b>Tim Rains</b>	
12.30	LUNCH	LUNCH	LUNCH	LUNCH
13.30	Masterclass: Transforming Government <b>Mark Thompson, Liam Maxwell</b>	AGILE Sprint Building a Digital Service	Masterclass: Everyone has a plan until .... the real experience of transformation <b>Liam Maxwell</b>	Summing up <b>Liam Maxwell, Mark Thompson</b>
14.30	Tech Primer 1: Cloud Computing <b>AWS Speaker</b>		Tech Primer 5: Secure collaboration at scale - new technologies <b>AWS Speaker</b>	Participant Pledges
16.15	Tech Primer 2: Security and the Cloud <b>CISO speaker</b>		Tech Primer 6: Data Science, Deep Fakes, Building Policy on real data <b>TBC</b>	What's Next? <b>Liam Maxwell, Mark Thompson</b>
17.30	Feedback	Feedback	Feedback	CLOSE
19.00	Discussion Dinner: GeoPolitics	Discussion Dinner: Real-world Service Delivery	Discussion Dinner: Data as Infrastructure	

■ **Masterclass:** Organizational management content   
 ■ **Tech Primer:** Technology specific content  
  **Active learning:** Participation required   
   **Other**

Please note: This schedule represents the program structure and content. Details are subject to change.

# Academic and Public Service Course Leaders



**Professor Mark Thompson** teaches Digital Economy at Exeter Business School, is the Strategy Director at Methods, Advisor on Digital to the Scottish Government, member of Digital Leaders Advisory Board, and is the Main Board Member at TechUK. He co-authored the book *Digitizing Government* and launched *Better Public Services: A Manifesto* at the Institute for Government.



**Liam Maxwell** is Director of Government Transformation at AWS and an adjunct professor of Electronics and Computer Science at the University of Southampton. Previously, he was the UK Government's first CTO and was a National Technology Adviser. He led technology reforms, generating innovation and growth in the digital economy and reduced costs by £4bn.



**Saul Klein** is a Founding Partner at LocalGlobe, a seed fund helping founders build game changing businesses. He has co-founded Kano, Seedcamp, and LOVEFiLM International (acquired by Amazon) and was part of the original executive team at Skype (acquired by eBay).



**Sarah Richards** runs Content Design London, where she works with governments and organisations around the world to create user-centred, data-driven content strategy and design. Prior to that, she was the Head of Content Design for the UK Government's Digital Service and helped invent the discipline of content design by applying new techniques to their work.



**Tim Rains** is AWS's Regional Leader for Security and Compliance in EMEA, helping the public sector address their needs. He has worked at Microsoft as the Global Chief Security Advisor, Director of Security, Identity and Enterprise Mobility, Director of Trustworthy Computing, and was a founding technical leader of Microsoft's customer facing Incident Response team.



**Neil Mackin** helps AWS EMEA public sector customers identify and develop business applications using artificial intelligence and machine learning. He is part of TechUK's Data Analytics and AI Leadership Committee, Operational Research Society's Head of Operational Research and Analytics Forum, and Data and Marketing Association's Customer Data Council.

## Hear from the leaders (recommended reading):

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#### Newsletters

Tech Newsletter – Benedict Evans  
Exponential View – Azeem Azhar

#### Books

A Seat at the Table – Mark Schwartz  
The Phoenix Project – Gene Kim and Kevin Behr  
Content Design – Sarah Richards  
Digitizing Government: Understanding and Implementing New Digital Business Models - Alan Brown, Jerry Fishenden and Mark Thompson  
AI Superpowers – Kai-fu Lee

#### Articles

Software is eating the world, Marc Andreessen  
Government as a platform, Tim O'Reilly  
Boiling Frogs, GCHQ  
New Power, Jeremy Heimans and Henry Timms  
Can you recognise the million pound chair? Tom Steinberg, The AGILE Manifesto  
Why Agile, Lean and Six Sigma must die, Simon Wardley  
Mary Meeker's 2018 internet trends report, Rani Molla

#### Podcasts

Masters of Scale – Reid Hoffman

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