

PUBLIC | G-CLOUD 14

Learning and Workforce
Transformation | Innovation
Learning

PUBLIC



About PUBLIC

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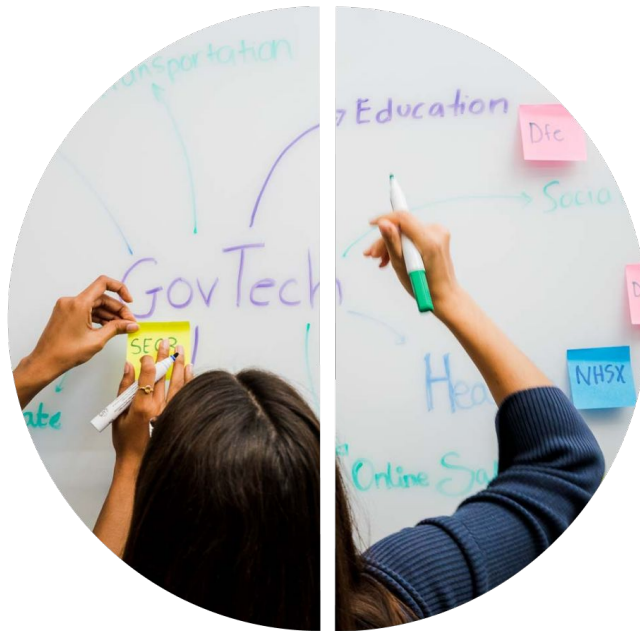
We help create outstanding digital public services

PUBLIC is a digital transformation and advisory firm that works with **public authorities to solve digital challenges.**

Our mission is to help public sector bodies transform

the services they offer in order to create a better society for everyone. We believe that public service can be pursued both inside and outside of government.

We have a team of over 50 designers, product managers, researchers, domain and policy experts.



Our Expertise

Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success

Local Government

Digital & Data Strategies
Training for Officers & Members
Leadership & Technical Advisory
Spend Analysis & Benchmarking

Security & Online Safety

Digital Policy Advisory
Regulatory Design & Implementation
Digital Product Design
National Security Solutions

Digital, Data & Technology

DDaT Strategy & Transformation
Application & Platform Development
Data Science & Engineering
Responsible AI Advisory

Commercial, Spend & Impact

Procurement & Commercial
Finance & FinTech
Monitoring & Evaluation
Sustainability & Social Value

Open Innovation Programmes

Challenge Programmes
Startup Accelerators & Boot Camps
Innovation Grant Management
Startup Events & Engagement

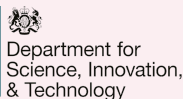
Learning & Workforce Transformation

Learning-Oriented Discovery
Transformation Learning Programmes
Targeted Digital Upskilling
Executive Coaching & Placements

Our Clients & Partners | Who do we work with?

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Central Government



Local Authorities



Public Agencies



Private Sector



Learning and Workforce Transformation

Through discovery training programmes

Workforce transformation starts and ends with people. Learning and innovating the way we work is therefore central to unlocking change – creating sustainable and resilient progress through knowledge, behaviours and cultural change.

PUBLIC offers the **skills and expertise to drive public sector innovation**, embed inclusive and collaborative practices, and embrace new technologies to tackle the rapidly evolving challenges of today and tomorrow.

Through learning-oriented discovery and strategy, and three pathways of tailored learning programmes, we build solutions to public sector problems that facilitate **effective, efficient and sustainable workforce transformation.**



Our Team | Leadership

A team with unrivalled experience & expertise



Alexander de Carvalho

CEO & Co-Founder

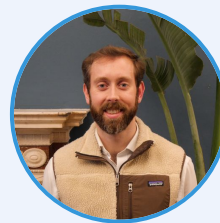
- Venture investor & entrepreneur
- 10+ years in private equity, investment banking & Family Office
- Non-executive director of Heineken NV



Rona Harvey

COO

- Ex-Google; 16+ years working in tech
- Experience in global sales, strategy & operations, business development and sales consulting



Ryan Shea

Managing Director

- 10+ years of technology, strategy, and public sector expertise across both US and UK
- Ex- Monitor Deloitte, London Business School MBA.

Service Offering: Innovation Learning

Learning & Workforce Offerings

Three evidence-based interventions



Learning and Workforce Discovery

Identifying the problem, enabling the design of effective and efficient learning and workforce solutions through:

- 1) Current cloud capabilities assessment and benchmarking
- 2) Learning needs discovery
- 3) Learner preferences and motivator discovery



Transformation Learning Programmes

Providing the skills and knowledge for sustainable organisational transformation, along three pathways of:

- 1) Universal capabilities for public sector innovation
- 2) Specialist and practitioner capabilities, including cloud security management and other virtualisation topics.
- 3) Leadership capabilities in the digital age.



Learning Monitoring and Evaluation

Assessing the effectiveness of current training programmes, and evidencing the impact of our training across:

- 1) Learner outcomes and retention
- 2) Learning transfer and the resultant effects of transfer
- 3) Overall return on investment

Hybrid Innovation Learning Offering

PUBLIC offering:



What: PUBLIC's Learning and Workforce Transformation team leverages its extensive experience in innovation learning to **enhance the digital and innovative competencies of public sector organisations**. We deliver custom training modules that are tailored to meet the specific needs of each organisation, helping them to stay ahead of the curve in cloud technology implementation.



How: Our approach employs a **targeted, learning-oriented discovery process** to tailor training curricula or deploy a core 10-week module based on each organisation's unique needs. We combine in-person conferences and secondments with a cross-tier, cloud-based delivery model to enhance the learning experience through a **hybrid delivery model**. Our training is delivered by leading innovators from both the public and private sectors, ensuring that participants receive cutting-edge insights and practical knowledge.



Why: This approach allows for **rapid deployment** with workforces. PUBLIC is committed to driving innovation and addressing key public and social challenges through targeted training and development. By enhancing cloud competency, we aim to support organisations in improving operational efficiency, ensuring robust security practices, and adopting innovative cloud solutions. Our training programs are designed not only to educate but also to inspire change, enabling public sector leaders and technologists to drive transformation within their operations.



Potential Customers: Our training solutions target a diverse set of stakeholders within the **UK public sector**, including central and local government agencies, innovation funding agencies, startups, SMEs, VCs, corporates, and academia.

Hybrid Innovation Learning Offering

Features:

- **Learning-oriented discovery** to identify your optimal solution
- **Training design** and curricular content across the tiers
- **Hybrid delivery** of in-person conference events and cross-tier cloud-based delivery model to inspire change
- **Insights from sector leaders** in the public and private sectors
- **Progression framework design**

Benefits:

- **Strategically aligned learning outcomes** tailored to organisational needs
- **Workforce enablement and empowerment** equips staff with tools and knowledge to leverage cloud technologies effectively, boosting capability
- **In-depth understanding of the innovation ecosystem** to enhance decision-making for cloud solutions
- **Improved business innovation planning** and portfolio management
- **Enhanced adoption and implementation skills** supplements the technology solutions with additive delivery skills to increase the likelihood of successful service adoption and enhanced organisational intrapreneurship

Our Approach

Our Project Delivery Approach

PUBLIC's 4D Learning Methodology



Discover

Discover user needs, capability requirements and best menu options for learners' context.



Design

Design targeted learning experiences/ solutions to facilitate and demonstrate learning transfer.



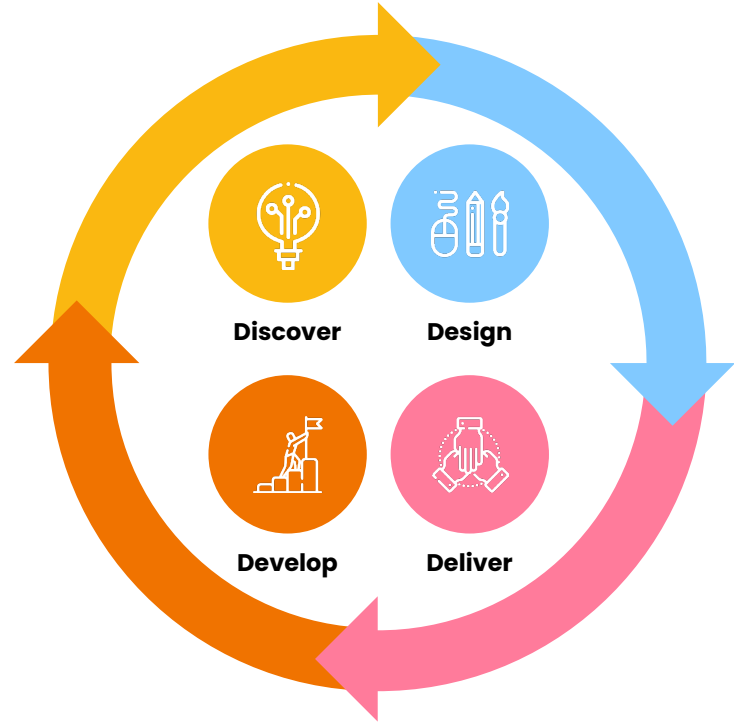
Deliver

Deliver impactful digital learning experiences/ solutions with user-centred technology.



Develop

Test, evaluate and improve/ develop effective and evidence-based learning experiences/ solutions.



Case Studies

Innovation in Defence

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What was the challenge?

New technologies are rapidly changing how militaries must operate, and the range of new tools and equipment that must be embraced. To retain the UK's military advantage over adversaries, the Ministry of Defence (MoD) set a clear mission to better generate and deploy game-changing ideas at pace. To meet its mission, the Defence Innovation Unit (DIU) aims to embed innovation across Defence, ensuring its personnel are innovative by instinct, and equipped with the user-centred design toolkit.



Ministry
of Defence



How did we solve the problem?

The DIU selected PUBLIC to deliver *Innovation in Defence*, a three-tiered, pan-Defence innovation training programme. In the design and delivery of the three courses. Our Learning & Workforce team brings its unique experience in applied innovation learning and human-centred design for the public sector; its ecosystem approach to transformation, bringing the best minds together to solve society's challenges; and its access to a network of expert faculty, mentors and GovTech startups.

What did we deliver?

1. Universal Learning Pathway

- One-week agile learning sprint designed to teach participants how to embrace the role of an innovator.
- Suitable for individuals across the organisation.
- Focuses on innovation essentials in various forms, from driving forward game-changing software to optimising everyday services.

2. Specialist Practitioner Pathway

- Four month hybrid innovation project accelerator where participants identify and develop solutions to real workplace problems.
- Enables application of specialist skills.
- Provides hands-on, collaborative solution development with expert guidance for successful adoption.

3. Leadership Learning Pathway

- Five-day executive leadership programme.
- Suitable for senior decision makers.
- Equips and empowers leaders to act as enablers of innovation, creating the organisational conditions for new ideas and experimentation to thrive.

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Percy Hobart Fellowship

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What was the challenge?

The Percy Hobart Fellowship (PHF) was a full-time, 12-week programme that aimed to drive a culture of innovation in Defence – teaching Royal Navy and Royal Air Force personnel to identify the needs of today's military and secure the most effective technologies and tools to meet these needs. Fellows have also joined from the US Navy, British Army, and MoD.



Ministry
of Defence



How did we solve the problem?

MOD selected PUBLIC to design and deliver the learning programme, tailored to offer hands-on, immersive technology innovation training. The programme was delivered through online, in-person, synchronous and on-demand content. This program addresses a gap in ongoing, immersive educational opportunities for Royal Navy personnel, equipping them and RAF personnel with the necessary skills and understanding of new technologies to innovate within the Defence Sector.

What did we deliver?

1. Taught Curriculum

- Over 50 sector specialists delivered lectures and workshops.
- Covers key innovation concepts like design thinking methodologies and technology fundamentals.
- Curriculum updated based on continuous stakeholder feedback.

2. Secondments

- 10 week placement with a startup.
- Provided hands-on experience in innovation and technology across diverse sectors like defence, cybersecurity, health, city planning, and data science.
- Engaged leading GovTech firms like Logically, OLIO, and Valerann.

3. Innovation Projects

- Apply course-acquired skills to address identified challenges in Defence
- Eliminated in presenting solutions to senior officials
- Proposals held potential for further development and operational integration.

4. Mentoring

- Personalised weekly guidance from mentors and coaches.
- Maximises programme benefits and planning and aids in applying new skills and knowledge when back in workplace role.

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Cyber Resilience in Local Government Supply Chains (LGA)

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What was the challenge?

In early 2022, LGA contracted PUBLIC and Dainta to develop two offerings designed to 1) help councils embed greater cyber resilience in their procurement processes and supply chains and 2) to support chief executives, senior officers, and councillors to better understand key technical concepts relating to cyber security and cyber risk.

How did we solve the problem?

PUBLIC's Learning and Workforce Transformation team designed interactive, on-demand online training, web guides and interactive live webinars for embedding cyber resilience in procurement for the 328 local councils in England. Developed via our 4D learning methodology, we conducted learning-oriented user research. A deep understanding of the clients needs and gaps in current training informed the design of self-paced online course materials to facilitate effective cyber security and cyber resilience in procurement.

What did we deliver?

1. Online Learning

- Defined user personas and needs for eLearning content, focusing on procurement and cyber resilience.
- Over three hours of tailored multimedia content were produced for local authorities.
- The module was seamlessly integrated and launched on the LGA's eLearning platform.

2. Web Guidance

- Produced content outline for all the guidance material and learning modules.
- Accumulated to Over 20 pages of text and image content published on local.gov.

3. Webinars

- Produced tools and resources for the Webinars.
- Delivered Webinar events to over 200 local government attendees, from procurement, leadership, and IT backgrounds.

4. Content and Comms

- Developed a series of instructional videos on cyber-related terms, including for a local authority audience.
- Produced final summary slide-deck report.

Email Tenders@public.io to learn more