

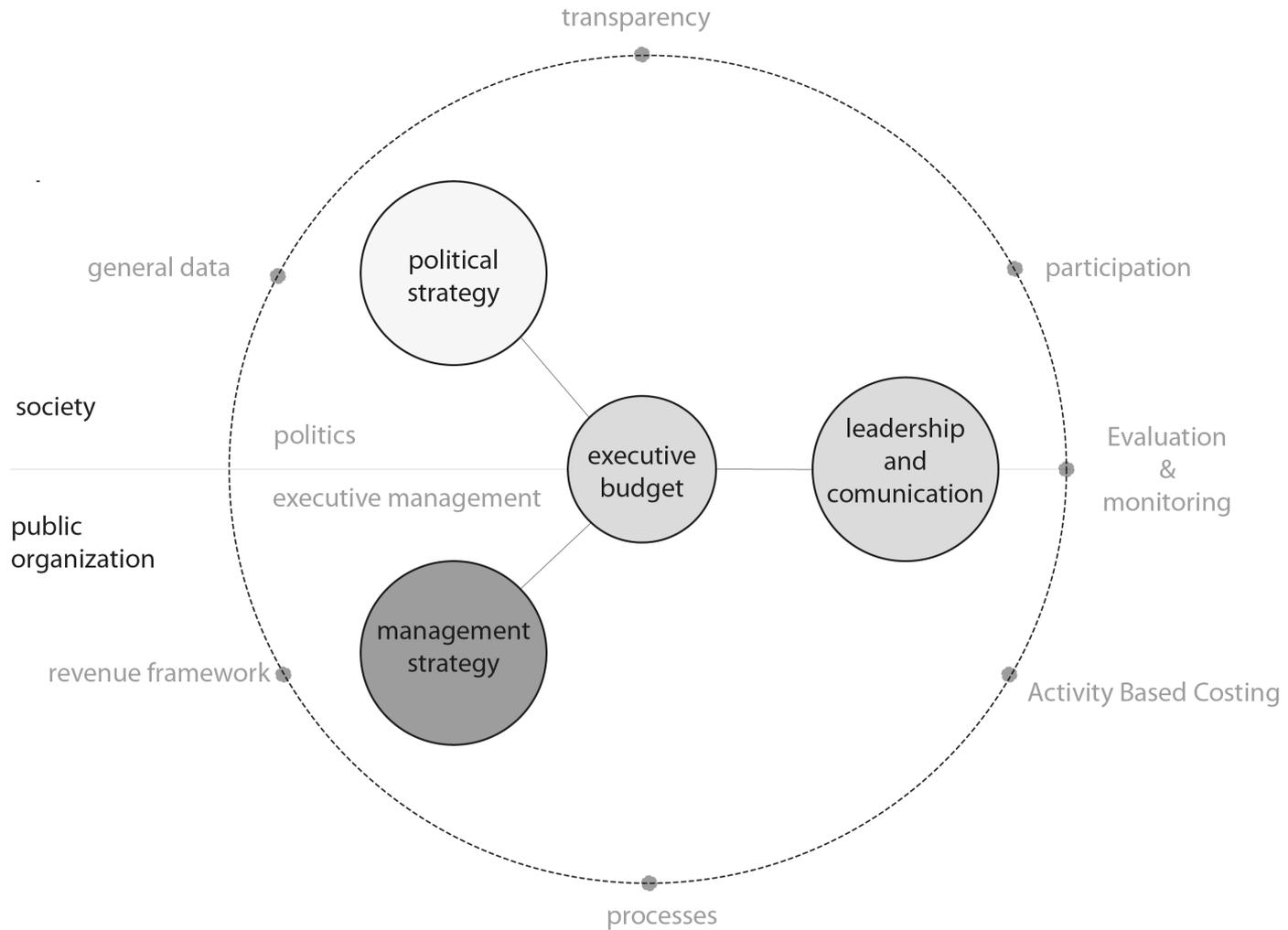
POLITICS & MANAGEMENT DEAL

A new way of understanding politics with public organizations willing to face
the challenges of the XXIst century

BBC



THE BARCELONA'S POLITICS AND MANAGEMENT DEAL MODEL

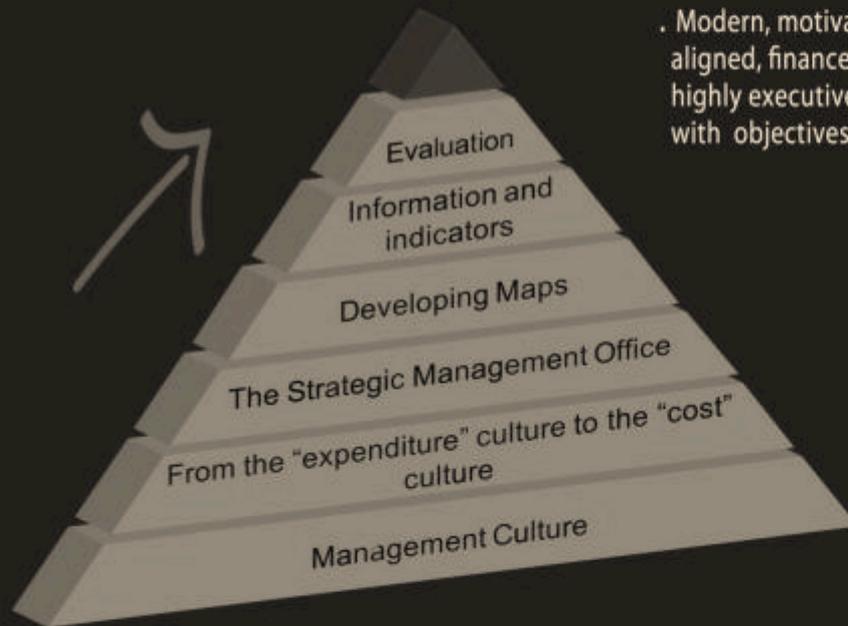




CULTURE CHANGE

Involving all the
Organization

To a Strategy Focused Organization



. Modern, motivated, innovative,
aligned, finance-efficient and
highly executive organization
with objectives

From a bureaucratic organization

FOUR PRINCIPLES ADOPTED

1. Moving from an "expenses" to a "cost" culture organization, focussed on objectives
2. Use of strategic maps
3. Policy making and management based on data
4. Accountability to citizens



1. DECIDE

politic and competitive objectives





2. ALIGN the organization

ALIGNING THE ORGANIZATION

GOVERNMENT BOARD

- The Government Board points out the **global strategy**: Politics permeate all public policies going beyond the single interest of each area.

- **STRATEGY OBJECTIVES**

PACTE

First Level



BOARD OF DIRECTORS

- The Board of Directors points out the **Competitive Strategy**: a signed agreement about how to reach the political goals.

- **COMPETITIVE OBJECTIVES**

PACTE

Second Level



FUNCTIONAL AREA

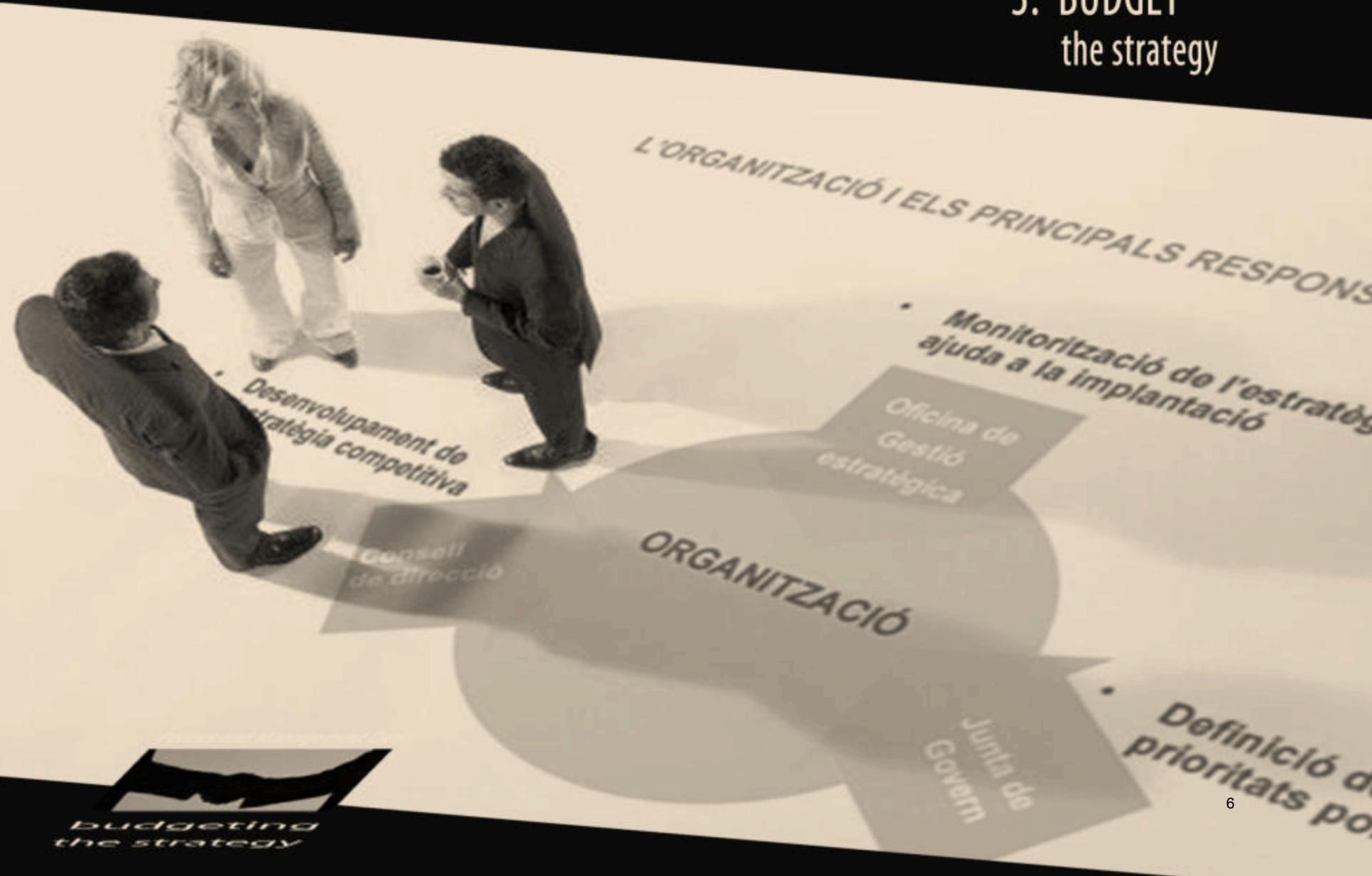
- All the different areas are **aligned** working together toward the competitive strategy determined by the Board of Directors.

- **FUNCTIONAL OBJECTIVES**

- At this level functional goals and actions are linked to budget



3. BUDGET the strategy



Politics and Management Deal

The current socio-economic environment, with decreasing levels of economic activity, a very high level of unemployment and all the related social consequences, makes it more necessary than ever for government bodies to redefine their roles, which were established during a long period of economic prosperity, and to place on the public agenda those issues that will be of most help in emerging from the crisis and protecting those most affected by the current situation. The drop in economic activity has had a negative effect on the public finances as it has resulted in less income, together with greater pressure for expenditure related, above all, to citizen assistance services. This requires an effort to optimise resources and assign them so as to obtain the best results. The challenge is to tackle the needs of today while also looking forward, towards a sustainable and attractive future for the city.

In this context, Barcelona City Council proposes the creation of a management model to bring together its political objectives and management through executive budgets and strategy maps to align the organisation and facilitate implementation. Ultimately, the aim is to be able to improve public services through the design and implementation of strategy.

