

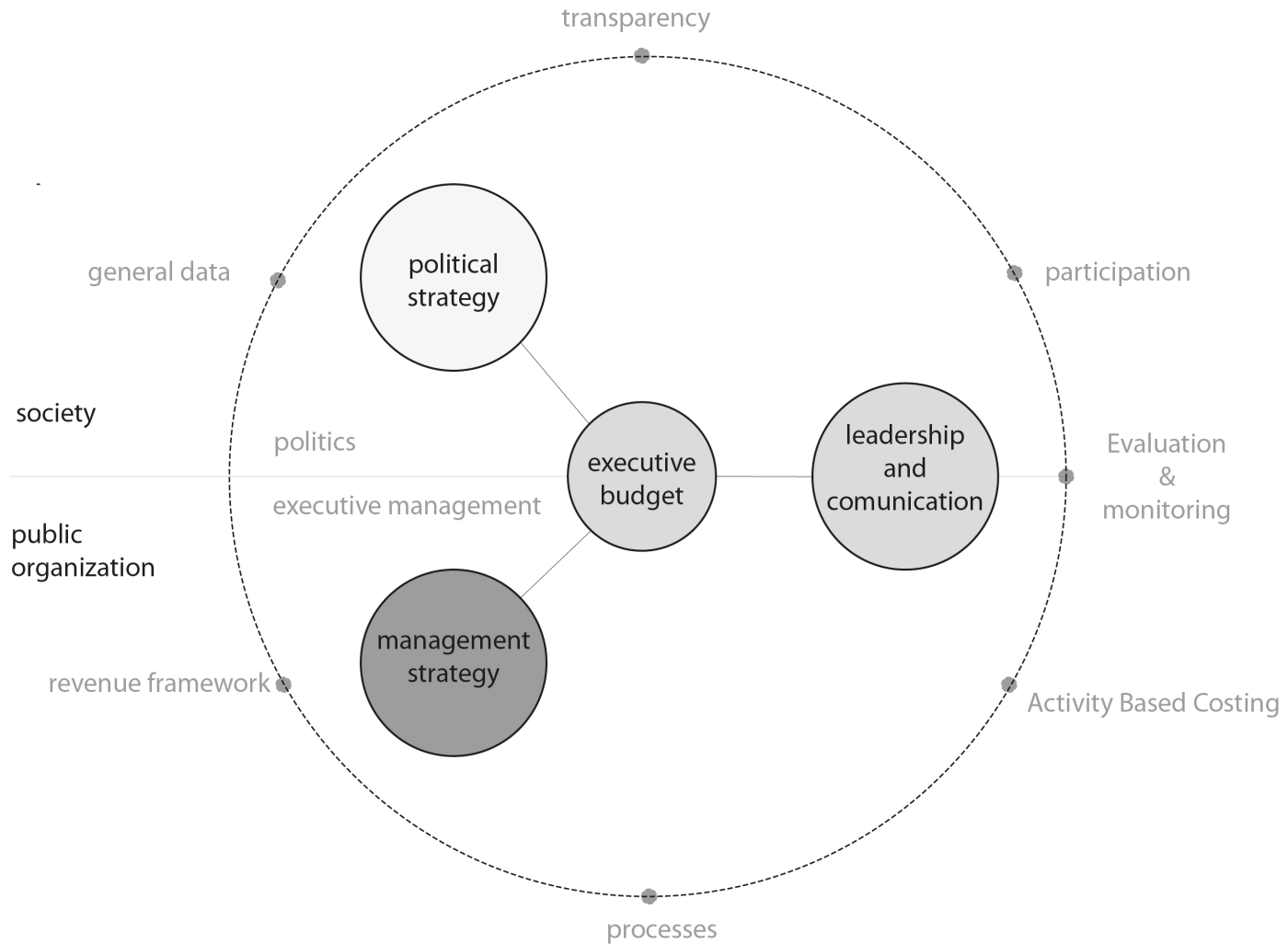
POLITICS & MANAGEMENT DEAL

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

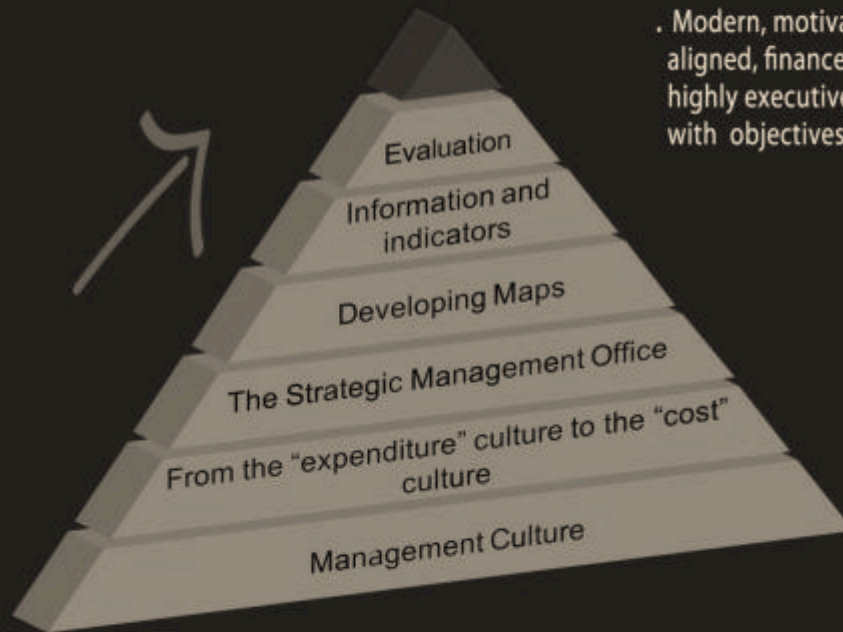




CULTURE CHANGE

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

