

**facing the challenges
of the XXst century for
social success**

POLITICS & MANAGEMENT DEAL



Barcelona
Growth

MOVING
DEMOCRACY AND
PUBLIC SERVICE
FORWARD

1. Needs of change
2. A comprehensive model
3. Resonance
4. Problems to be tackled

Ajuntament de
Barcelona





1. NEEDS OF CHANGE

TO REACH ...

- 1. A NEW WAY OF DOING POLITICS. TRUST**
- 2. STRONG PUBLIC MANAGEMENT**
- 3. IMPROVED VALUE OF PUBLIC SERVICE**
- 4. CLEAR ORIENTATION AND PRIORITIES**
- 5. BUDGET ALIGNMENT WITH STRATEGY GOALS**
- 6. AND KEEP SUSTAINABILITY**
- 7. PROPER ENVIRONMENT FOR GROWTH**



2. POLITICS & MANAGEMENT DEAL a results oriented comprehensive model

1. STRATEGY PERSPECTIVES SCORECARD

City objectives
(Politics)
Strategy objectives
(Management)

**STRATEGY
DEFINITION**



2. EXECUTIVE BUDGET

Based on objectives
Discussion process
for the allocation
budget
Operation Plan
Actions

ALIGNMENT

3. MONEY ALLOCATION BUDGET

Traditional Budget

Budget lines

Money allocation

TRANSPARENCY



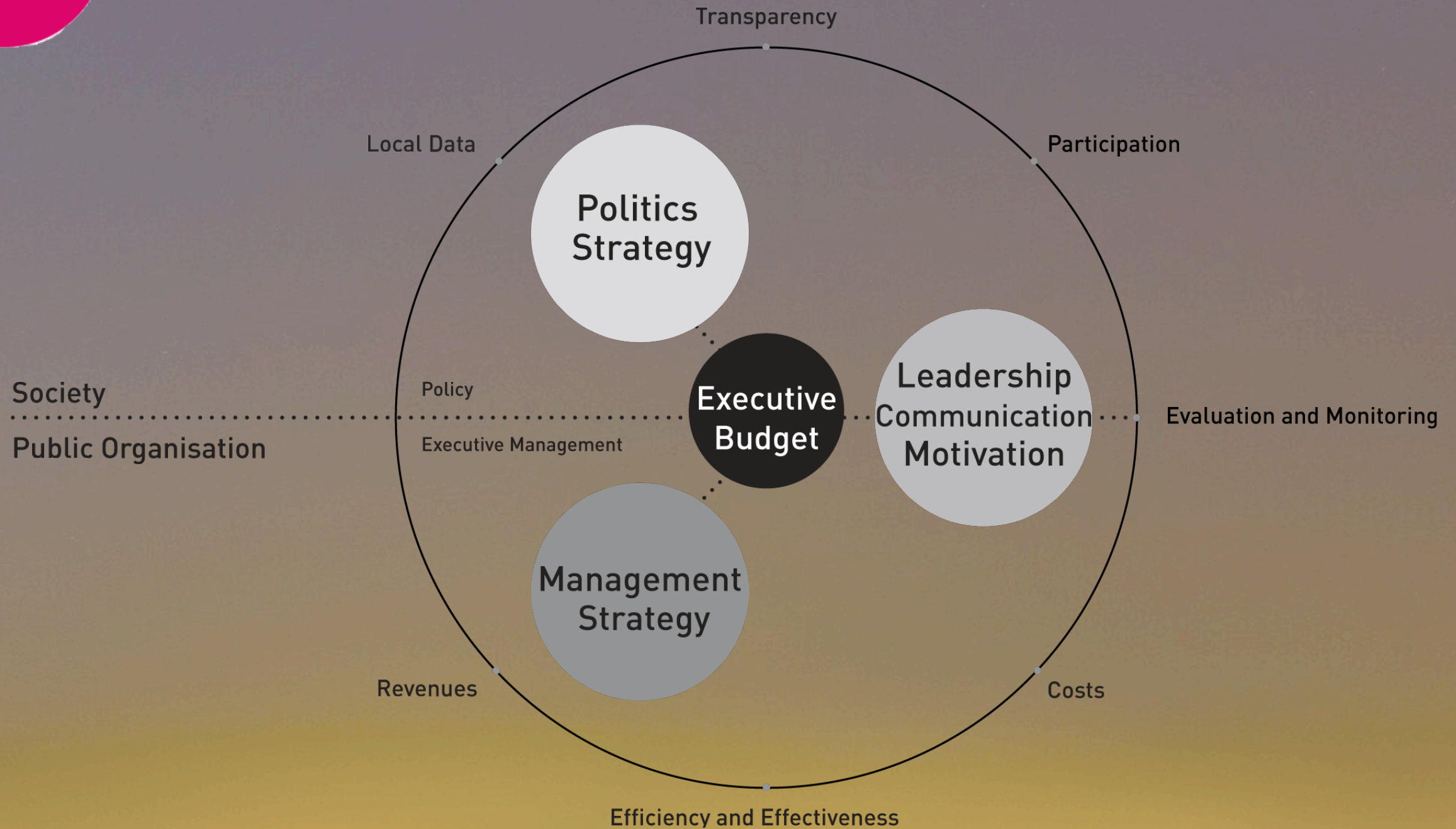
4. C&N ACCOUNT

Capacity & Need
Account
Free Cashflow
EUROPEAN
SYSTEM OF
ACCOUNTS
Finance objectives
30 days payments

SUSTANAIBILITY



3. IMPACTS AND RESONANCE



MOVING
DEMOCRACY AND
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4. PROBLEMS TO BE TACKLED:

1. UPDATE POLITICAL PARTY FUNCTIONS FOR XXIST CENTURY
2. GOVERNMENT ATTITUDE, ETHICS, VALUES
3. PROFESSIONAL CAPACITY. HIGH SKILLED MANAGERS
4. BUREAUCRACY AND TRADITIONAL ADMINISTRATIVE CULTURE

