



POLITICS & MANAGEMENT DEAL

WORKING FOR THE POLITICS
OF THE XXI CENTURY

SANT CUGAT DEL VALLÈS

PACTE

*New Model for Alignment and Strategic
Competitiveness*

BACKGROUND

VISION'S ORGANIZATION AND PROJECT'S MISSION

MAIN AND SPECIFIC OBJECTIVES

THE STRATEGY MAP (CITY MAP OR POLITICAL MAP)

RESULTS

CULTURE CHANGE

Involving all the
Organization

**To a Strategy Focussed
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

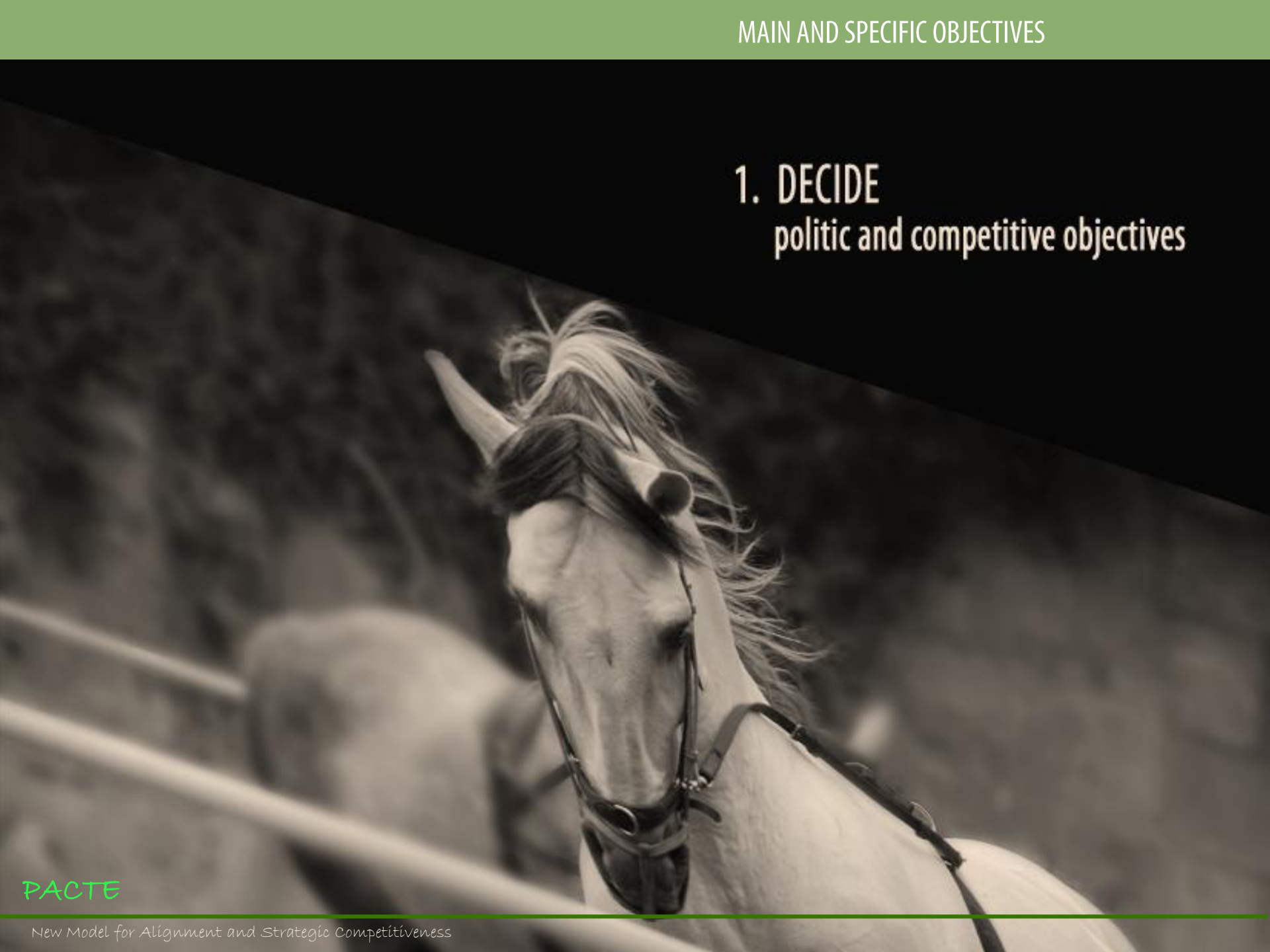
Sant Cugat,
Serve as a Benchmark in Europe, Source of new Ideas
and a Prestigious politics



VISION

To create a new POLITICAL and public MANAGEMENT CULTURE
with more ALIGNED relations in the organization
and the INVOLVEMENT of all the stakeholders in the process
through the use of STRATEGIC MAPS and SCORECARDS

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

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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

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Second level



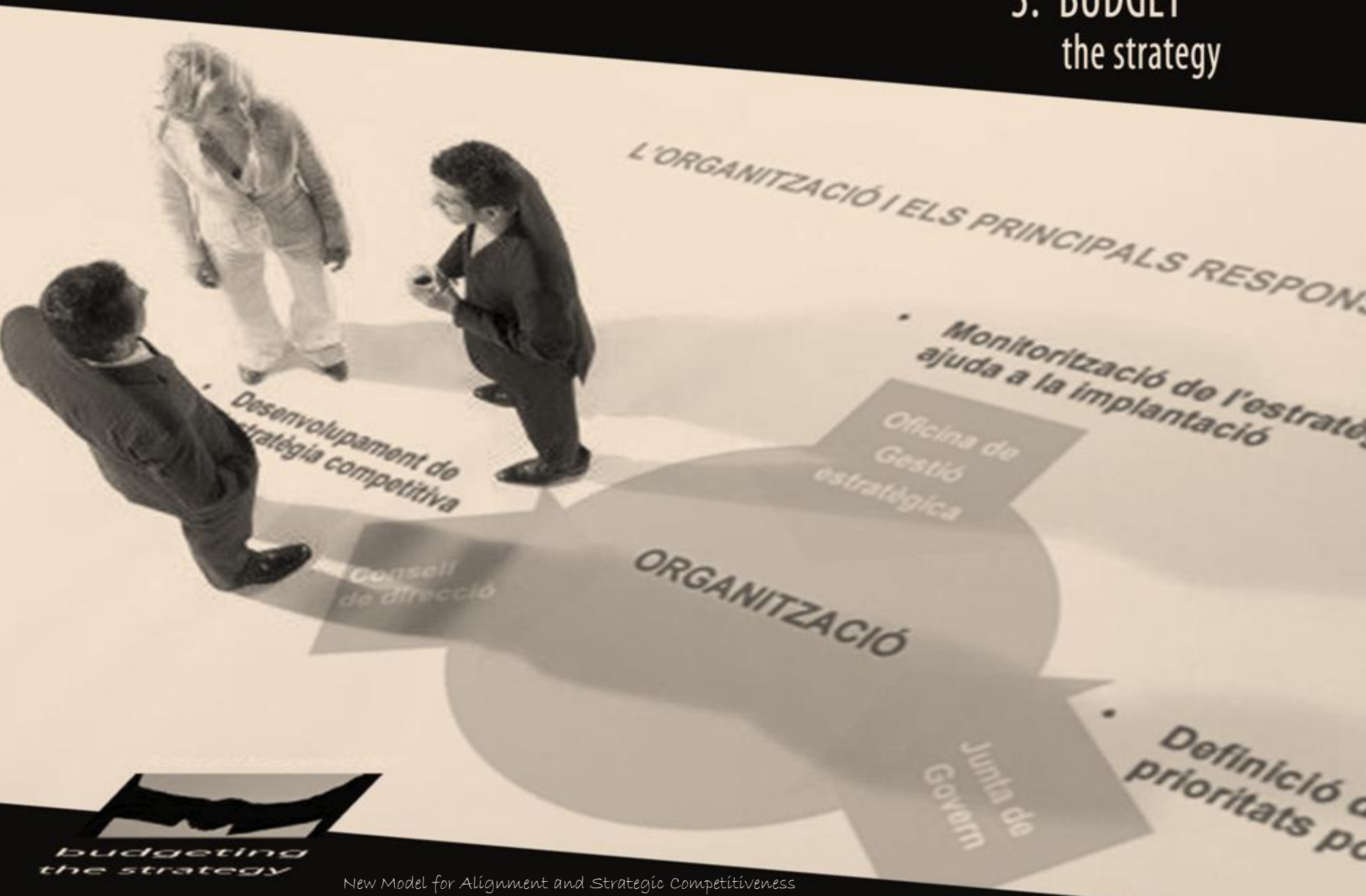
FUNCTIONAL AREA

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

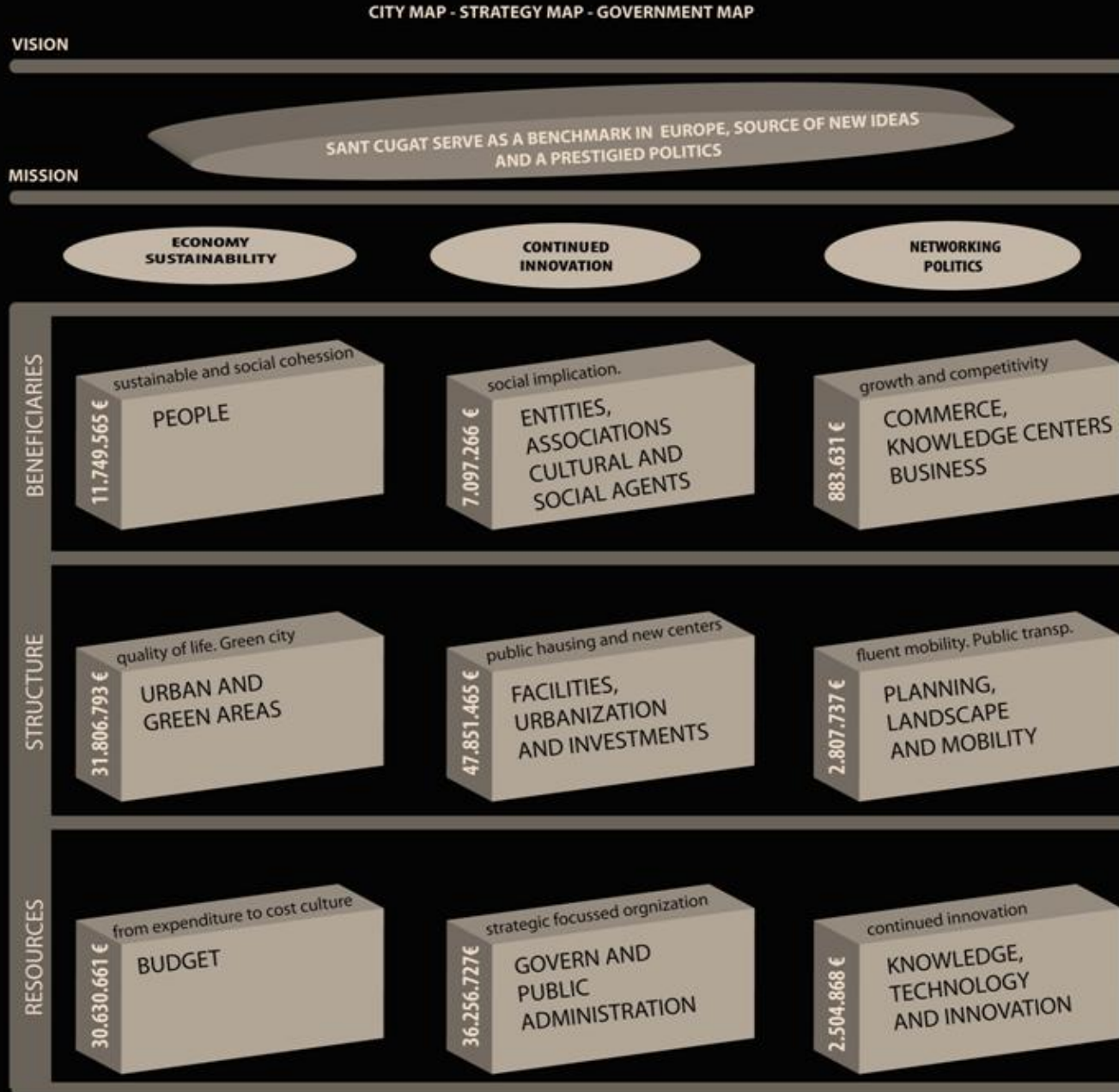
• FUNCTIONAL OBJECTIVES

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

3. BUDGET the strategy



THE STRATEGY MAP, BUDGETING THE STRATEGY



SUMMARIZING ...

Convert
leadership into
social innovation (+)

- . Completely new budgeting methodology
- . 1st, Best Financial Information, ACCID
- . 1st ranked Transparent local administration 2009 and 2010, INTERNATIONAL TRANSPARENCY FOUNDATION
- . Cash payment to more than 800 suppliers as a anti-crisis measure thanks to a rigorous management



Thank you very much for your attention

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