

THE LEADING EDGE IN PUBLIC MANAGEMENT

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Nature reinvents itself at each new context.
Just like public managers who know how
to take advantage of opportunities.

In theory and in practice, FDC

FUNDAÇÃO DOM CABRAL
FDC
DEVELOPING EXECUTIVES AND COMPANIES

Learn about Fundação Dom Cabral

One of the best business schools in the world according to the Financial Times executive education ranking.

Theory and practice working hand in hand, academic education together with business experience. That is how Fundação Dom Cabral has developed executives, public managers, entrepreneurs, companies and organizations from the most diverse sectors for over 35 years.

FDC offers the most innovative techniques available through domestic and international educational solutions that are supported by strategic alliances and cooperation agreements with renowned institutions in Europe, the USA, Canada, China, India, Russia and Latin America. These alliances and agreements allow it to access modern tools and to generate joint knowledge, such as exchanging experiences among participants, professors, organizations and other business schools.

Our philosophy – to work WITH our clients and not only for them - respects the identity of our client organizations, the peculiarity of the sectors they are inserted in and the dynamics of their markets.

Due to these and to innumerable other efforts, FDC has become an international reference that contributes to the sustainable development of society through education and skills building, and our Programs host about 30,000 executives every year.

All this high-value-added knowledge generated by FDC is strategically relevant to organizations and to society and can become sustainable and successful businesses for your company.



Aloysio Faria Campus

The Leading Edge in Public Management

value creation, trends and perspectives.

There is a new vision as regards management in Government.

There is a new vision as regards management in Government

The debate about contemporary public management deals with the capacity to govern within a network and together with society by promoting economic and social development sustainably while strengthening the image and the value of Government.

Through the experience it has consolidated by building the skills of public managers throughout Brazil, Fundação Dom Cabral created The Leading Edge in Public Management, a program that offers highly-qualified experts and professors who discuss new configurations and trends in public management. The program aims to analyze the new context of opportunities to re-invent management at Government departments and so create public value.

Learn about The Leading Edge in Public Management. It is an open program that proposes reflections on the new context for Government actions and the new attitude that is needed from public managers.

Who should attend

Public managers involved in formulating and implementing public strategies and policies, and private initiative and third-sector partners who carry out projects with the public sector.

In theory and in practice, FDC

“The program has led me to reflect on how we have been looking at public management nowadays, and most of all, on what can be improved to really overcome the barriers that have been imposed on us by years of deep-seated culture. I believe that exchanging experiences with several managers from other fields and other States was the highlight of the program, not forgetting the excellent organization and structure FDC offers. I came out of the program wanting to go back.”

Adellie Regina Faria Ramos
Chief of Staff
State of Pernambuco Tourism Secretariat

“Attending The Leading Edge in Public Management program was a great opportunity to be in touch with the trends in this field and to help the Minas Gerais Government, and most of all, the Sports and Youth Secretariat to remain at the leading edge in public management. The high quality of both professors and students offers the appropriate environment to lead us to think differently, further and better.”

Rogério Aoki Romero
Assistant Secretary
State of Minas Gerais Sports and Youth Secretariat

Content*

Scenarios and Perspectives in Public Management

- the 2012-2030 challenge
- threats and opportunities Governments face
- the Brazilian context
- management systems in the public sector
- systems and Government reform
- the paradox of control costs
- systems of indicators
- the supply chain in public administration
- total ownership cost
- public project management
- the challenge of technological innovation

Social Governance and Organizational Network Management

- the confluence of Government, private initiative and third sector interests and demands
- public assets, private assets and social well-being
- public-private collaboration and networked management capacity

Contemporary Public Management

- public management within the context of change: the needed alignment
- contemporary public management: a new network of themes
- highlighted domestic and international experiences
- public management policies
- a governance model for results
- creating public value

Systemic Vision and a Management Model for Public Value Creation

- systemic vision in the learning organization
- public management that generates sustainable public value
- challenges: strategic orientation, systemic integration and effective implementation
- a systemic model of value creation
- Government and strategic management: institutional objectives aligned to strategies
- using the balanced scorecard and other systems in the public sector
- using the strategic map as a tool to unfold strategy
- institutional performance management and results center

Information and Knowledge Management in the Public Sector

- an analysis and a discussion of the theme named "information and knowledge management" and of its set of practices within the context of Brazilian public organizations
- using information and knowledge strategically within organizations - building meaning, creating knowledge, and decision-making
- the role of the tactical level: creating organizational space for knowledge – the favorable conditions or the skills-building context
- strategy in action at the operational level: the metaphor of the knowledge management umbrella - the sets of "management practices" and IT tools
- public organization research and case reports - motivators, expectations, conceptions, practices, metrics and results.

*content may be adjusted without previous notice.

Leadership and People Management in the Public Sector

- leadership to achieve institutional results
- public managers and team commitment to seek excellence in public services rendering
- management skills in public administration
- self-knowledge: perception, personality and behavior
- people management cycle in the public sector: provisioning, development, performance assessment, reward and recognition systems
- the roles of educator and change agent as played by public managers
- high-performance team development
- the challenges facing leadership and people management in the public sector

Organizational Culture Management in the Public Sector

- culture management in public organizations
- management tools that facilitate entrepreneurial and innovative culture
- culture as a cognitive and valuative limitation, or collective software
- building the identity of organizational belonging
- people as the victims of collective standards conditioning
- cultural regionalisms in Brazilian society: wealth and challenges
- choices made by people in public institutions to justify their resistance to changes
- the challenges facing organizational culture change at public institutions

Methodology

The methodology used by the program privileges learning by melding theory and practice as well as by affording exchanges of experiences among participants. It presents modern management concepts allied to the practical experience accrued by professors and managers. It makes it possible for participants to develop their own knowledge through discussions, lectures, group activities and integrative panels.

Key benefits

- Enhance vision about the contemporary context of implementing changes to government and to public management.
- Build a new vision about the work of public managers within contexts involving leadership, change, results orientation, and the development of links within highly complex environments.
- Enhance the capacity to harmonize the interests of all parties when defining government strategies.
- Enhance competence to define the directions of the organization.
- Allow reflections on themes that are relevant to contemporary public management.
- Make it possible to exchange experiences and to broaden networking activities between public managers and the other stakeholders.



2011 Technical Team

- Caio Marcio Marini Ferreira
- Gilmar de Melo Mendes
- Paulo Vicente dos Santos Alves
- Ricardo Augusto Alves de Carvalho
- Rodrigo Baroni de Carvalho

Healthcare Self-Management Monitor

- Geraldo Magela Mendonça da Silva – Bam

Upcoming Sessions/2012 Venue

Group 1

Single module – May 14-18, 2012

Group 2

Single module – October 15-19, 2012

FDC, Aloysio Faria Campus, Nova Lima, MG.

Registration/Selection

Registration

Registration is subject to space available. To enroll for The Leading Edge in Public Management program, candidates must fill in a registration form and send it to be analyzed by FDC. For further information please contact us through our site at www.fdc.org.br, our email at atendimento@fdc.org.br, or call + 55 31 3589 7300 .

Selection process

FDC has established judicious selection process to analyze registration forms. Its purpose is to set up groups whose diversity of experiences will allow companies and participants to find interlocutors for their exchanges and learning process. Should The Leading Edge in Public Management program not be the most suitable program for either the company or the executive, FDC will suggest another solution.

Cancellations

Please consult the “General Conditions” described on the registration form for the program. It is available on the FDC portal: www.fdc.org.br

In theory and in practice, FDC

“It was a great opportunity to discuss, interact and learn from other colleagues in public administration. We delved into the strategic environment and into some management techniques, and then we ended with the most important: people.”

Tiago Rossi Soeiro
Department Head
BNDES

Some Participating Institutions

- Agência de Fomento do Estado da Bahia
- Anatel – Agência Nacional de Telecomunicações
- Ancine – Agência Nacional do Cinema
- ANTT – Agência Nacional de Transportes Terrestres
- Arsae – Agência Reg. de Serviços de Abast. de Água e de Esg. Sanitário do Estado de Minas Gerais
- BNDES
- ECT – Empresa Brasileira de Correios e Telégrafos (DF)
- FGV – Fundação Getulio Vargas
- Governo de Minas Gerais
- Incra – Instituto Nacional de Reforma Agrária
- Infraero
- INSS – Instituto Nacional do Seguro Social
- Instituto Nacional de Câncer
- IPSERV – Instituto de Previdência dos Servidores Públicos Municipais de Uberaba
- MinC – Ministério da Cultura
- Ministério da Educação
- Ministério da Saúde
- Ministério do Desenvolvimento Social e Combate à Fome
- Ministério do Planejamento, Orçamento e Gestão
- Ministério do Turismo
- PBH – Prefeitura Municipal de Belo Horizonte
- Prefeitura Municipal de Contagem
- Prefeitura Municipal de Nova Lima
- Prefeitura Municipal de Santo Ângelo
- Prefeitura Municipal de Uberaba
- Prefeitura Municipal do Rio de Janeiro
- Rioprevidência
- SEASDH-RJ – Secretaria de Estado de Assistência Social e Direitos Humanos
- Secretaria de Estado de Segurança Pública do Rio de Janeiro
- Secretaria de Estado do Planejamento de Santa Catarina
- Secretaria de Turismo de Pernambuco
- SEDRU-MG – Secretaria de Estado de Desenvolvimento Regional e Política Urbana
- SEEDUC – Secretaria de Educação do Estado do Rio de Janeiro
- SEEJ-MG – Secretaria de Estado de Esportes e da Juventude de Minas Gerais
- SEGER-ES – Secretaria de Estado de Gestão e Recursos Humanos do Governo do Espírito Santo
- SEPLAG-CE – Secretaria do Planejamento e Gestão do Estado do Ceará
- SESPA – Secretaria de Estado de Saúde Pública do Pará
- TCU/ISC – Tribunal de Contas da União/Instituto Serzedello Corrêa
- Unesp – Faculdade de Medicina (*Campus de Botucatu*)

