

Enap

Escola Nacional de Administração Pública

Metodologias de Inovação em Governo

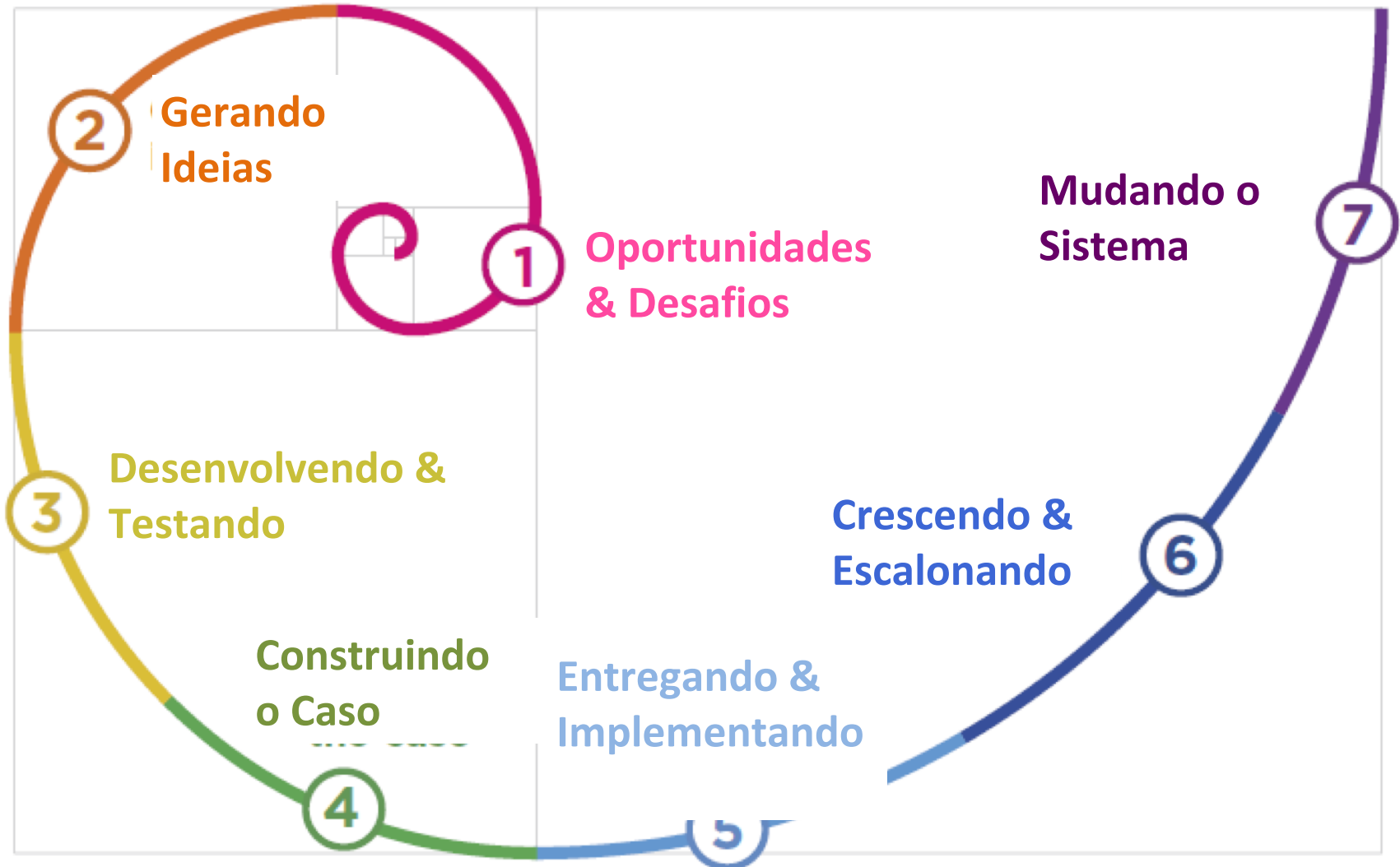
Prof.: Pedro Cavalcante

Março de 2018

WRAP UP

The text "WRAP UP" is rendered in a bold, black, sans-serif font. Each letter is filled with a different vibrant, abstract pattern. The 'W' features a mix of red, orange, and purple. The 'R' is green with white spots. The 'A' is blue and white with a floral-like pattern. The 'P' is red and green with white stripes. The 'U' is blue and white with a wave-like pattern. The final 'P' is green and white with a floral pattern. The background is a solid black, which makes the colorful letters stand out prominently.

SETE ESTÁGIOS DA INOVAÇÃO



Nesta...

Oportunidades e Desafios

O Estágio inicial do processo inovador pode ser definido como a necessidade de perguntar as questões certas e buscar ativamente a imediata inovação.

Etnografia
Evidências
Dados
Reclamações
Depoimentos
Previsões

Gerando Ideias

Cria muitas ideias, mesmo muitas sendo pouco úteis, são delas que surgem as grande, radicais e transformativas ideias.

*Inovação
Democratizada
Inovação Aberta
Prêmios
Desafios
Crowdsourcing
Métodos Criativos*

Six thinking hats



The **Black Hat** is judgment - the idea it's safe to say some thing may not be so. It's the official antidote to optimism. Things might go wrong. Probably the most powerful and useful of the. There's not a problem in it even so.



The **White Hat** is used for information. It's an answer to "What is the fact?"



The **Yellow Hat** is optimism, brightness and optimism. Under this hat you explore the positive and give the value and benefits.



The **Blue Hat** is used to manage the thinking process. It's the center of operations that controls the flow. Thinking rules guidelines are observed.



The **Green Hat** focuses on creativity, the possibilities, alternatives, and new ideas. It's an opportunity to see new concepts and new perspectives.



The **Red Hat** is feelings, hunches and intuition. When using this hat you can express emotions and feelings and also fears, likes, dislikes, love, and hate.

Fast idea generator

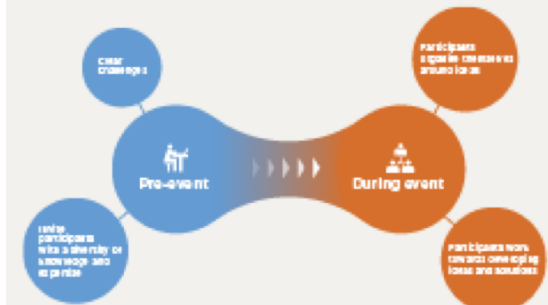


Doctors treat patients



What if patients became doctor?

Idea generation events



Construindo o Caso

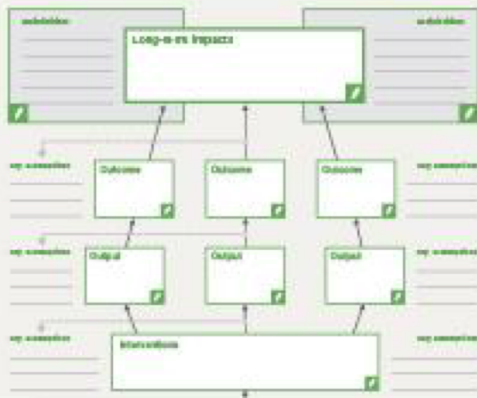
Avaliação é crucial, veja a sua ideia pela lente dos usuários e financiadores céticos.

O que eles estão procurando?

Quais são os valores da entrega para eles?

É um produto viável?

Account of change



Business model canvas



Evidence of Impact



Entregando & Implementando

Pense bem pragmaticamente:
O que a ideia necessita em termos de capacidades, pessoas, equipamentos, recursos físicos e apoio de outras organizações?

Desenho organizacional
Desenho de políticas públicas
Desenho de programas
Comunicação
Modelagem de Negócios

Funding options



Setting up a venture

Informal clubs	Organisations which are not legal bodies or formal partnerships. They typically have suitable for small-scale initiatives or community-based initiatives and are governed by their members.
Private companies	Provide a legal constitution and a mechanism for establishing and distributing shares. They also have liability, usually limited to the shareholders, and the ability to raise capital from a wide range of investors. They are subject to the Companies Act 2006 and the Companies Act 2006 (Partnerships) Regulations 2009.
Limited liability partnerships	This type of structure will provide protection as a private company but allows people to enjoy the limited personal liability of a partnership. This may be suitable for a number of housing associations and other organisations.
Co-operatives	Co-operatives are organisations that are controlled by their members. They are subject to the Co-operative and Community Development Finance Act 2004 and the Co-operative and Community Development Finance Regulations 2005. They are subject to the same rules as companies but have a different legal structure.
Trusts	Trusts are a range of legal structures that are used to hold and manage property for others.
Charities	Charities are legal bodies of incorporation that exist for public benefit. Charities generally don't have to pay corporation tax, capital gains tax or company tax, and they benefit from various exemptions for VAT and are able to benefit from the same exemptions that apply to charities as charities, and they can also get advice from organisations such as the Charities Commission.
Community Development Finance Companies (CDFCs)	These are a special form of limited company. They are particularly appropriate if you want to provide for the benefit of the community, rather than for the benefit of the company. Community Development Finance Companies are regulated under the CDFCA 2005 and have a legal status in the same way as companies, and can be used for the benefit of the community and not for individuals. By subjecting the organisation to the same rules as companies, it has the ability to raise capital in the same way as a private company while benefiting from the same exemptions as charities.

Crescendo e Escalonando

É importante definir qual a melhor estratégia de escalonamento ou difusão, seja dentro e fora da organização, interfederativa ou até mesmo internacionalmente.

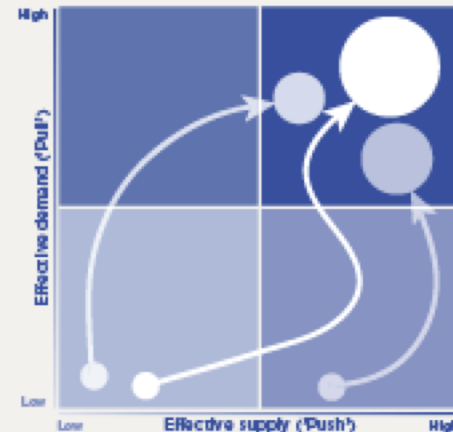
Crescimento organizacional

Descentralização

Transferência de Práticas dentro do governo

Emulação de Legislação

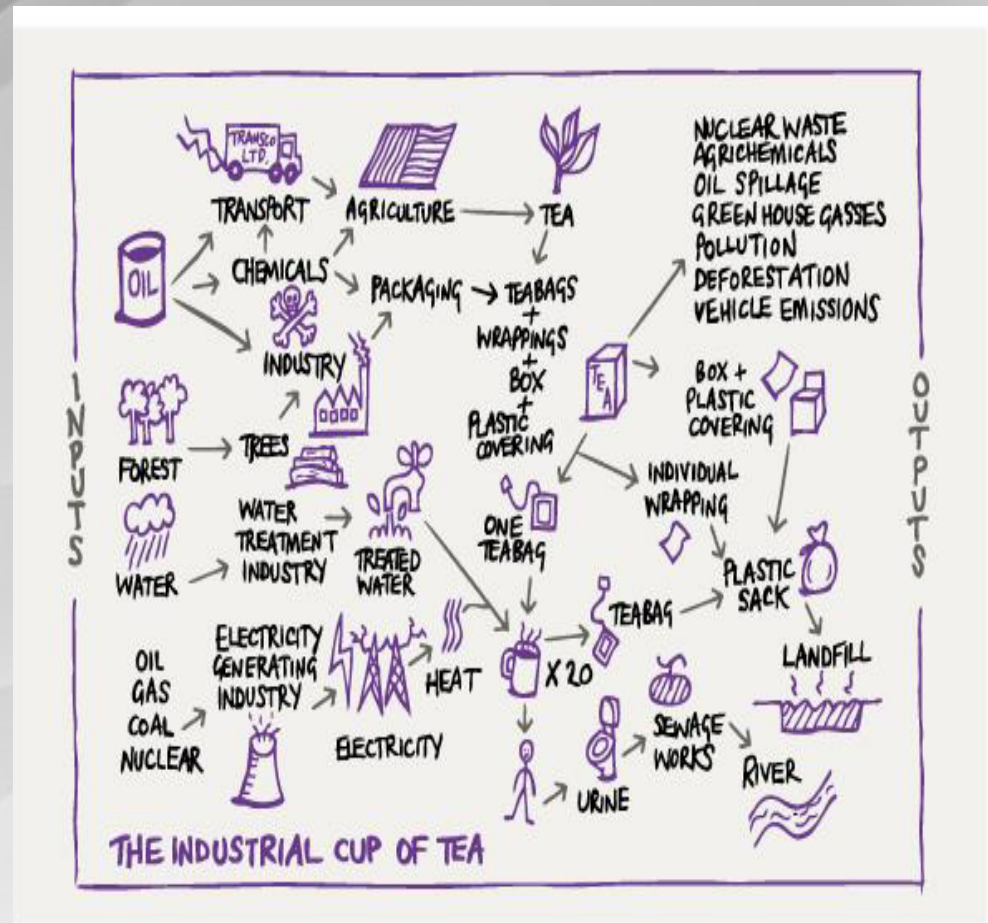
Effective supply & effective demand



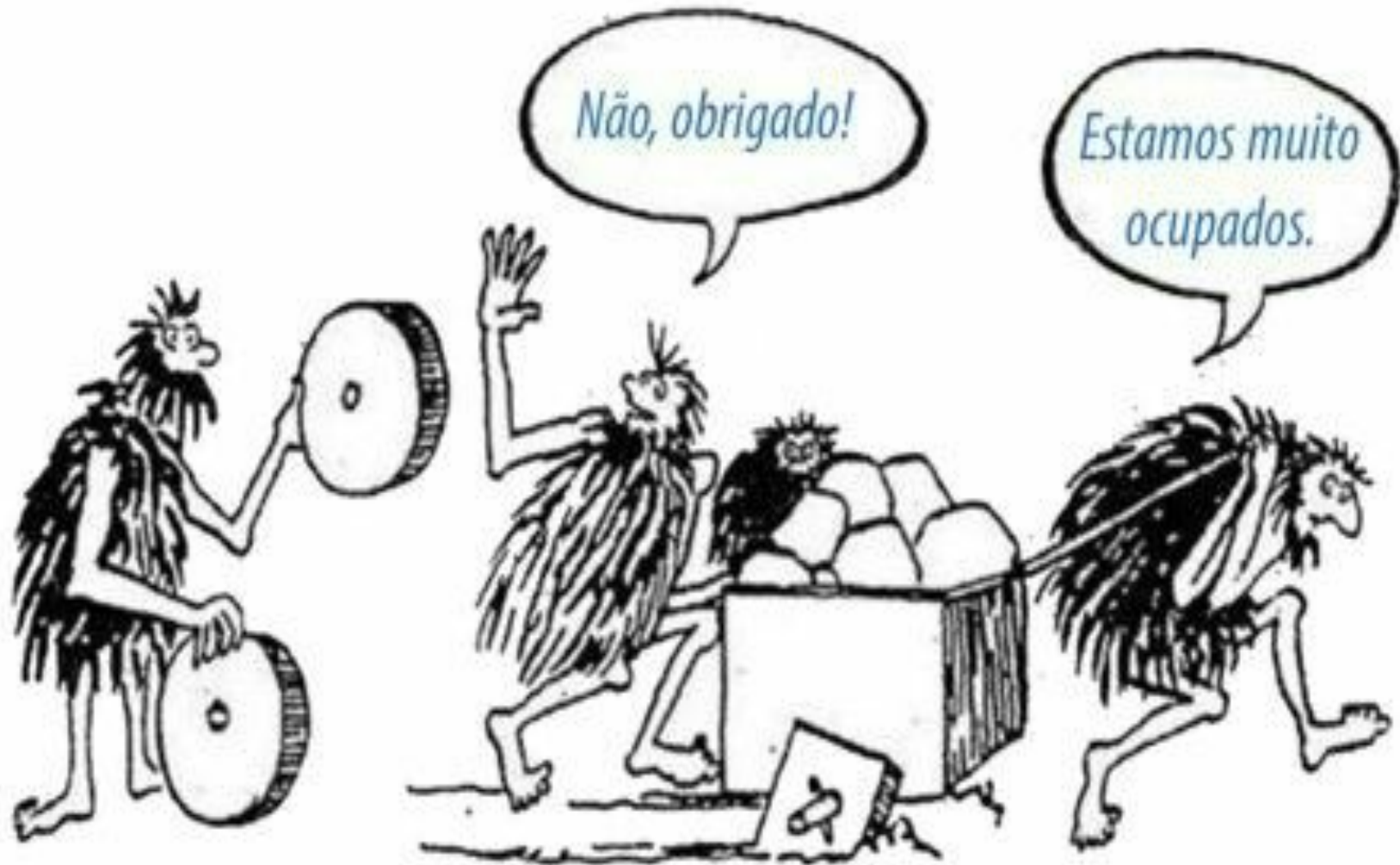
Mudando o Sistema

Requer a capacidade de compreender como os sistema pode ser diferente e achar links entre essa perspectiva macro e ações pequenas que podemos fazer:

- *Entender Tecnologias;*
- *Construir redes;*
- *Modificar comportamentos;*
- *Alterar leis.*



A parte mais difícil do processo inovador é abrir espaço para o Novo



Como criar uma Cultura de Inovação?





“Eu ficarei feliz em dar uma ideia inovadora, mas cadê o manual?”

Eckhart Tolle

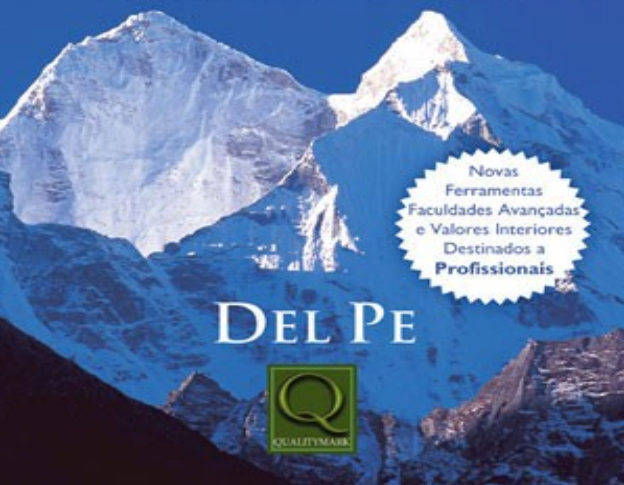
autor de **O PODER DO AGORA**,
2 milhões de livros vendidos em todo o mundo

PRATICANDO O PODER DO AGORA

Ensinamentos essenciais, meditações e exercícios
de *O Poder do Agora*

O CAMINHO DO SUCESSO À REALIZAÇÃO

Aplicando a Sabedoria dos Mestres do Himalaia



Novas
Ferramentas
Faculdades Avançadas
e Valores Interiores
Destinados a
Profissionais

DEL PE



SÓ TEM SUCESSO QUEM QUER

(ROAD TO SUCCESS)

Do mesmo autor
do best-seller *Doem*
pensa enriquece

NAPOLEON HILL

FUNDAMENTO

pare de reclamar e concentre-se nas coisas BOAS

WILL BOWEN

Encare o
desafio de passar
21 dias sem se queixar
e sem falar mal
dos outros



ROBERTO SHINYASHIKI

O SUCESSO aínda É SER

FELIZ

O best-seller que
já mudou a vida de
mais de 1,5 milhão de
pessoas, reescrito em
nova versão sintonizada
com a felicidade que
você quer hoje

Gente
editores

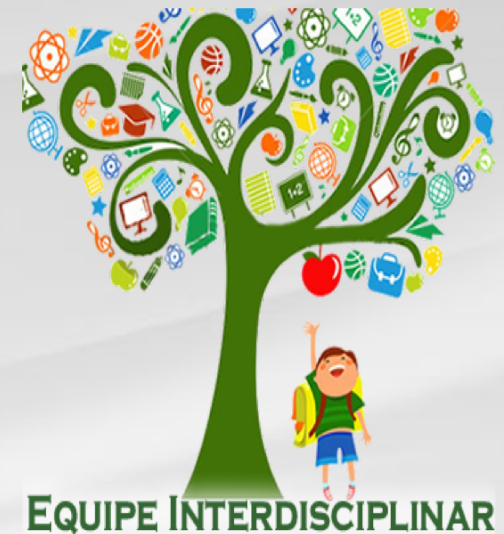
Como criar a Cultura de Inovação



SHOW ME THE
IMPACT



PROJETO PILOTO



NEW KAHOOT! MOBILE APP IS LIVE!

Now you can play fun learning games and cool quizzes anywhere and anytime! Unlock Kahoot!'ing on the go :)

Download the app for free and start playing!



K!

What is the best approximation to the actual height of the Washington Monument?

KIM

38

1 cm = 6.8 m

25 cm

▲ 170 centimeters

◆ 31 meters

● 170 meters

■ 368 meters

FEEDBACK



ADOREI!



NÃO CURTI!



**NÃO
ENTENDI...**



E SE...

