



**Attitudinal Intelligence
and Cultural Innovation in
Public Organisations**

ATTITUDINAL INTELLIGENCE AND CULTURAL INNOVATION IN PUBLIC ORGANISATIONS

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ADOLFO BLANCO
MARTÍNEZ

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The Radical Civil Servant's
3 Loves

INAP

INSTITUTO NACIONAL DE
ADMINISTRACIÓN PÚBLICA

Dedicated to Tito, Javier, Daniela, Marta Blanco
and Montserrat Obeso.

EI INAP

The Public Administration is a key part of an advanced society, and a modern, agile and efficient Public Administration is a determining factor if we wish to obtain a society with greater degrees of well-being and quality of life.

The desire of INAP (National Institute for Public Administration) (Instituto Nacional de Administración Pública) is to be a leading institution in generating knowledge, with the goal of stimulating organisational learning for teams in the public sector, and thereby create a good Administration, oriented toward the common good and in harmony with society's needs and expectations.

Its mission is to create transforming knowledge in the public sector through transversal teams able to draw ideas, people and innovative projects in hiring and training processes to attain high-quality democracy and citizens. To this end, INAP will draw its base on the following principles: efficacy in team learning, being oriented toward citizens, transparency, being exemplary, rendering accounts, independence, responsibility and social cohesion.

The author



Adolfo Blanco Martínez holds a Doctorate in Engineering from the University of the Basque Country, where he received honours with an Extraordinary Doctorate Award. He has held professorship at the Universities of Zaragoza and Cantabria, in the Company Organisation department, providing courses in Technological Management, Competitiveness and Innovation and Human Factor.

He has researched Communication, Innovation, Leadership and Cultural Change systems in Organisations. He holds a Master's Degree in Transactional Analysis and Neuro-Linguistic Programming. He is also a Facilitator of "The Work" and Analyst in Human Design.

He has written nine books, of which the trilogy authored with José Ignacio Castresana is of note: *El Directivo Impulsor de la Innovación (The Innovation-Driving Manager)*, *Dirección Inteligente y Dirección Flexible (Intelligent Management and Flexible Management)* and *Liderazgo Sistémico de la Organización (Systemic Organisational Leadership)*, a book awarded by the Centre of Financial Studies.

He has led more than 300 seminars for managers from public and private institutions. For more than 20 years, he has supported his clients in making changes in their organisations, fomenting innovation in Organisational Culture and improvements in Productivity and working Environment for Management Teams. He has given conferences in different countries and is characterised by a healthy sense of humour.

Innap Innova



Public Administration is a key part of an advanced society, as it is entrusted with meeting many of its needs and expectations by means of a series of public policies oriented toward attaining social integration and cohesion and a high-quality democracy. Modern, agile, efficient and accurate public management is a determining factor in order to achieve a society with greater degrees of well-being and quality of life.

Its commitment to democracy should be oriented toward activating citizens in their responsibility toward society and toward political institutions, so it should be ethically exemplary and promote political and social knowledge amongst citizens. In this fashion, the distance between citizens and politicians and the Administration may be closed. The idea is for citizens to have greater power and freedom to create social and political trust, indispensable for social and economic progress.

The Public Administration must take on a leadership role in innovation by improving public services and by being oriented toward citizens and companies and operational efficiency. In this regard, public innovation must be understood as applying new ideas and practises within the scope of public management so as to create social value.

The objective of the National Institute of Public Administration (Instituto Nacional de Administración Pública) (INAP) is to select public employees who can guarantee rights and freedoms to citizens through its actions, especially in guidelines, in innovation and change, and research the main phenomena affecting the Administration so as to transform it. In order

to fulfil this important responsibility, INAP must have solid principles and values upon which to base its action. As such, we have taken on the principles of efficacy, team learning, citizen-orientation, transparency, an exemplary nature, independence and responsibility.

At INAP, we believe that the future is built as of today, and that the new future, what lies ahead, is already inside of us; in order to discover it, we must carry out an exercise in reflection and participation. This is what INAP has done over the past years by drawing up its first Strategic Plan, the fruit of which is a clear orientation toward the innovation and the change we want to transmit to our surroundings, and that drives us to carry out a leadership role in Spanish Administrations and to be an international point of reference in creating and disseminating innovative, transformational knowledge and learning, so as to promote a good Administration oriented toward the common good.

If innovation in the private sector is oriented toward improving competitiveness, and thereby creating economic value, public innovation seeks to attain public policies that best meet social needs and public services of a higher quality. Therefore, the mission should be to build an innovative, open Administration that offers society quality, efficient, effective and secure services. To this end, it should collaborate with its environment, driving or encouraging citizens to take action within the public scope, with people acting as protagonists for change.

In order to contribute toward creating an innovative culture in Public Administration, INAP has promoted the creation of an editorial series, called Innap Innova, whose purpose is to publish educational books in pocketbook format, multimedia materials to sensitise regarding innovation in its different facets, as well as events to share innovative ideas.

Manuel Arenilla Sáez
Director of INAP