

## **2020 NASCA Institute on Management and Leadership: Pathways to Maximizing Public Value**

As citizen expectations evolve, government is increasingly being called to create greater value. But what does “new value” mean for governments with limited resources being pulled in so many directions? Citizens and stakeholders are asking for public services that are efficient, transparent, and resilient, but also customizable, equitable, and sustainable. Where does a state chief administrator even start?

To cut through the complexity and deliver measurable value in a world where citizen expectations are dramatically higher, state chief administrators will need to clearly see the future of citizen demands, continuously enhance services, define the emerging challenges and opportunities, and develop bold yet prudent strategies with multiple forms of innovation. And ultimately – state chief administrators will need to translate a portfolio of innovations into actionable pathways to maximize public value.

To help state chief administrators around the country take on this challenge of delivering new levels of public value and communicating that effectively to constituents, Leadership for a Networked World and the National Association of State Chief Administrators are convening the ***2020 NASCA Institute on Management and Leadership: Pathways to Maximizing Public Value.***

At the 2020 Institute on Management and Leadership, participants will learn about and share best practices for changing the narrative and delivering new value in government. In particular, the Institute will address this critical issue from multiple lenses:

- **Leadership:** How can chief administrators develop a blueprint to create sustainable value, generate political will to drive change, and manage a portfolio of innovations?
- **Strategy:** How do we measure new forms of public value and harmonize that with structures, systems, budgets, processes, and operating models to drive that value?
- **Human Capital:** How can we foster an environment of innovation to not only increase public value, but also improve the sense of purpose, morale, and value for people?
- **Technology:** What innovative digital platforms, data, analytics, and emerging technologies can not only optimize current operations, but also catalyze new value?

Together, attendees of the Institute will explore strategies to optimize current operations, manage new risks, assess the need for innovation, and create pathways to maximize public value.