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METAPROCESSES in Management

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Abstract: METAPROCESSES in Management presents a new theory and its application in the management of companies through macroprocesses, processes and subprocesses. The difficulties of finding computerized solutions in the market that provided management for top management culminated in the creation and implementation of the theory of METAPROCESSES in Management at the Instituto Espírita Batuira de Saúde Mental and its constant use allowed extremely relevant results from the management point of view. METAPROCESSOS em Gestão is a simple and easy solution to be used by any business of any company of any size that needs Management and doesn't know what else to do to reduce costs and really manage to keep up with the management of their business. METAPROCESSES in Management genuinely comes from Business and Enterprise Management. It's Management for Managers. It is for those who want Management and find it difficult to organize business in companies.

Keywords: Management, METAPROCESSOS, Managers.

Like Alice in Wonderland, **“If you don't know where you want to go, any path will do”**. In many companies, it still works like this. Several computerized management systems cannot exactly deliver the desired management in companies. They need reports, spreadsheet analysis, BI and many meetings to understand what is really happening with the company's management. Direct access to information at any time and place is still a distant dream for almost all companies.

When we started automating processes at the Instituto Espírita Batuira de Saúde Mental, I did not imagine that a new theory could arise that would have such a great impact on the

management of the entity and, consequently, on other companies.

The Instituto Espírita Batuira de Saúde Mental is a medium-sized private philanthropic company, located in the city of Goiânia, in the state of Goiás. It currently has 145 psychiatric hospitalization beds and all beds are linked to the Unified Health System - SUS.

Like most companies, it needed greater management to face the constant needs of governance and compliance.

Despite the numerous solutions offered by the technology market, it was not contemplating the needs that top management needed to keep up with the company's day-to-day activities.

Costs and maintenance difficulties with adjustments were always an additional difficulty for the hospital, which has extremely scarce resources and ended up making it difficult to adopt or hire a solution or services from companies specialized in the entity's core.

In view of the above and with processes being manually executed by the hospital, a BPMS platform was chosen that would allow, with smaller investments, the automation of its processes and consequently the management of the company generating value to the business.

What we learned: That Macroprocesses, Processes and Subprocesses are not enough to demonstrate the breadth that process automation can achieve in a company and its business when it comes to management.

With process automation and Process Management, it was identified the existence of a common situation that permeated all the processes developed and used in production. This expanded view, common to the processes, became a new theory.

This observation, common to all processes, enabled a complete view of the business and

how it drives management in an organic way. Allowing to understand what really adds value to the business and what must receive attention and, in the end, empower the management of the company.

Thus, the theory of METAPROCESSES in Management was born, through the identification of the smallest existing and necessary part for the business to exist. That it was unique in the business and that if it were extracted, the business would cease to exist. And even more, it is not something personal or non-existent in other companies. It is precisely something that other companies also have and can do even better than your business. With this information in hand, all processes, solutions developed, planning, consulting and especially all management, would be carried out on the METAPROCESS in Management.

Comparatively, it would be like discovering the cause of a disease to start the appropriate treatment, and in a company it would be as if it had to find out what really is most important for its business to exist. The smallest possible part would be exactly your METAPROCESS in Management. The primary cause.

Since childhood, we are taught to solve problems. From school to universities, we all still solve problems. But what if, on the contrary, we solved the origin and cause of the problem? In companies we are still solving problems. But what if instead of focusing on the problem, we looked for the definitive solution to these problems in management?

METAPROCESSES in Management focuses on management and not on problems.

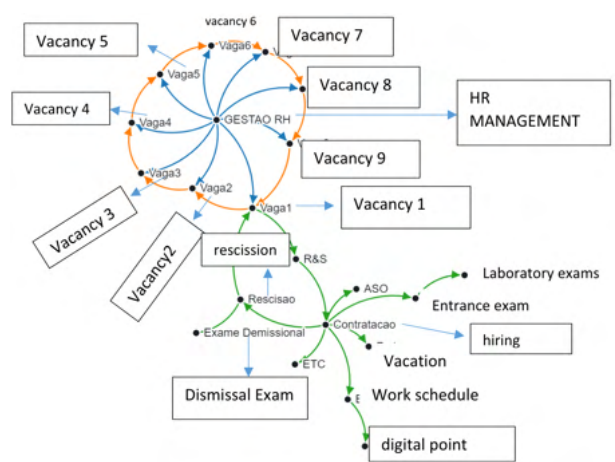
Much more than “Processes over Processes”, METAPROCESSOS em Gestão innovates in business and especially in Management. Something that hardly any market software can meet in a pre-active way.

With the scope that we have already visualized and developed at the Hospital,

imagining an ERP project, Personnel Department, to speak of the more traditional ones, even Housing, Education, Industry and Services projects using METAPROCESSOS in Management would be a simple and economical solution for companies.

With a focus on Management, METAPROCESSOS em Gestão is able to demonstrate and solve in a clear and objective way that there are numerous difficulties that development companies cannot fit into their solutions.

Visual representation of a METAPROCESS in Management:



Management only exists with processes. Computerized systems are pieces of your processes. Therefore, systems are never bigger than processes and are never enough to manage your company.

That's why METAPROCESSES in Management of your business are important and necessary for you to understand and start focusing on Management and not just on computerized systems.

What is the METAPROCESS in managing your business? What your company produces or offers. Whether services or products.

METAPROCESS in Management is what your competitor also does. In other words: if you think you do well, your competitor can do much better.

What is the METAPROCESS in Personnel Department Management? What is the METAPROCESS in hotel management? What is the METAPROCESS in Hospital Management? What is the METAPROCESS in Management of an educational institution? What is the METAPROCESS in the management of a public transport company?

And what does the theory of METAPROCESSES in Management have to do with the Strategic Planning of your business?

“Strategic Planning is the set of systemic mechanisms that use methodological processes to contextualize and define the establishment of goals, the undertaking of actions, the mobilization of resources and decision-making, aiming at achieving success.” Wikipedia

A great differential in companies that seek success in their business is the elaboration of their Strategic Planning.

Strategic planning needs to be carried out in a way that can guide the company in its business effectively and within its reality.

Companies need to start from the beginning in their strategic planning.

It means understanding that the company's business is not its METAPROCESS in Management: Business is not the principle of your company.

The principle, the starting point, is the METAPROCESS in Management. The Planning made on the METAPROCESSO em Gestão will enable greater management of the planning itself, agility in its preparation, execution, monitoring and consequently the results achieved and sought by the company.

If the METAPROCESS in Management is the beginning and the business is the end, how can strategic planning be done backwards?

Will your team make strategic planning about the enrolled student (business) or about the class (METAPROCESSO em Gestão)?

Management by Data or Management by Process? Important considerations:

Metadata plays a very important role in data management, as it is from them that information will be selected, processed and consulted. James Turner (2004) associates the concept of metadata with a structured set of information that describes a data source. Metadata, or Metainformation, is data about other data. An item of metadata can tell what that data is about, usually information that is understandable by a computer. Metadata makes it easier to understand the relationships and make the information useful in the data.

For many years and continues, management solutions have been built on data. Company managements are ignoring the processes. They are still in the vertical view of management in companies.

METAPROCESSES in Management is an important tool for understanding the business and even for perpetuating companies, especially family ones. Today, several consultancies help companies to work on their transitions to ensure their continuity. Knowing what the METAPROCESSES in Management are, they will be even more sure of the paths to be taken for the next years or generations.

Difficulty in the vision of processes by the IT areas has caused enormous efforts and computerized solutions that apparently cannot meet the management of companies and their businesses. There is a distrust in using processes. A stigma of most IT professionals and business leaders.

We program like 20 years ago, 30 years ago. Development platforms are able to keep up to date and keep up with growing demands for integration and services. But traditional software developed, even in the cloud, follows the playbook and becomes costly for companies.

METAPROCESSOS em Gestão leverages other quality tools and management software, as it shows exactly what the company's business is and how it must be managed. Consultants knowing the METAPROCESS in management of a company, will be much more efficient and will allow quality tools and solutions to be leveraged, satisfying the desires to which their work was contracted.

Leaders and CEOs of companies will, finally, with METAPROCESSES in Management, have a more comprehensive understanding of the business they are managing, as it is born from the smallest point within the company's product and service chain and is the most important item to take management to managers in a simple, transparent and organic way.

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