Policy Makers and Decision-Making Process. Understanding How Sustainability Leaders Make Choices in Different Roles
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Introduction
The Role of Policy Maker as a Sustainability Leader is a very new creation in terms of social demands. As a consequence, investigating how people are dealing with this new generation of responsibilities is a relevant task. This study analyses the Decision-Making Process of Policy Makers in organizational settings regarding their approaches and designing process of SDG strategies. The qualitative method was inspired by the Role Theory (Moreno, 1997); (De Mello e Souza & Bassani, 2017) and (Wittmayer et. al., 2015).

Method

Step 1 - Semi-structured interview
On the basis of Role Theory and its applied methods, Interviewer and Interviewee investigate together the process of Developing the Role of Policy Maker as a Sustainability Leader, which was experienced by the participant throughout their professional life.

Step 2 - Approximation Map
The tool Approximation Map (Figs. 2 and 3) was exclusively created for this study and its application aimed at mapping the level of connectedness the executives felt to the SDG by using a setting of numbered cards (Fig. 4). The participants plotted each card on the Approximation Map in one of the five levels. The closer the participant indicated the number of a card to word “Eu”, the more connected he/she felt to that SDG. Thoughts, feelings, criteria mentioned by each participant while deciding the layout of their maps were all registered in order that the phenomena of attribution of meaning to each SDG could be understood.

Step 3 - Changing Roles
Participant chooses another relevant role in his/her life to repeat the procedure by the second perspective.

Results
The research yielded descriptive narrative data on the relationship between people holding a Policy Maker Role and their physical, cultural and social environments.

The totality of participants (Fig. 1) stated a variation in choices when changing their roles from Policy Makers to other relevant roles in their lives.

The reactive impact after procedure was reported by participants as a meaningful and valuable insight. It was also realized as a support tool when communicating with different stakeholders and to enhance the decision-making process while it is moving ahead.

Conclusion
The study indicates that exploring narratives under the perspective of multiples roles experienced by people may contribute to a wider point of view, which is positive in creating, developing and evaluating policies and practices towards the sustainable development goals.

References: