

## **A3 Strategy Deployment: A Case Study Applied to a City Government Department for Healthcare in Brazil**

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**Abstract :** This paper aims to apply the A3 strategy deployment in a local department for healthcare. As a literature review, it was evaluated articles related to the period 2009 - 2018, considering the key-words A3, healthcare, public services and strategy deployment. The methodology used was action research, involving all the actors inside the secretary, beginning with the top management and deploying it through meetings and evaluation conferences with the participation of all secretary coordination. As main results, it is possible to highlight the development of 8 A3, one as the "mother A3" and 7 as "son A3", each one related to each coordination. In each A3, past results, new goals, new projects to achieve these goals and control deadlines were defined and implemented to a management strategy. In addition to this result, this paper is planning to present the use of this A3 during 6 months in 2019.

**Keywords :** A3 Strategy, strategy deployment, healthcare, Public services

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