

3. Demos UK <http://www.demos.co.uk/>

Demos es un “think tank” para la democracia del día a día. Su propósito es poner en práctica sus ideas trabajando con organizaciones de modo que les haga más eficaces y más legitimados.

Analizan el cambio político y social, que conectan con la innovación y el aprendizaje en las organizaciones. Ayudan a sus socios a mostrar un liderazgo sensato y a responder a los retos que se presentan.

Como voz independiente, sus [publicaciones](#) se pueden descargar de modo gratuito

ALGUNOS EJEMPLOS DE INTERÉS:

[TDA futures - teaching 2012](#) The TDA ran 9 regional seminars to bring together practitioners from across England to consider the future of their work in an intellectually structured session - this is the result.

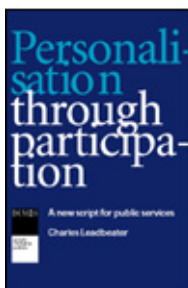


Education has to put the learner at the centre, and personalisation is a powerful tool in making this possible.

In this pamphlet, Charles Leadbeater examines how the powerful idea of personalisation of public services can be applied to the chalk-face of education. To achieve real change, the script of schooling needs to be rewritten - a process which can only succeed if students are made co-producers of their own education.

Learning About Personalisation is published by the Innovation Unit of the Department for Education and Skills, in partnership with Demos and the National College, and is intended primarily as a means of fostering debate among education practitioners. It is adapted from the Demos publication [Personalisation Through Participation](#), which explores personalisation in more depth as a new 'big idea' for public service delivery.

<http://www.demos.co.uk/publications/learningaboutpersonalisation>



Writer, consultant and government advisor Charles Leadbeater examines the possible impacts of 'personalisation' - a big idea with the potential to transform the public sector.

Personalisation can be likened to privatisation of state-owned utilities in the 1980s – a big idea with the potential to transform the public sector.

The Prime Minister has promised personalised public services in a series of recent speeches. This pamphlet argues that offering personalised education and health services will increase people’s expectations and create a demand-led pressure for reform.

Charles Leadbeater believes that if government is serious about personalisation, public sector bodies should regard this promise as a big challenge to the way they currently operate.

He explains how personalisation go beyond a simple consumer model to actually involving users in their design and delivery of the next generation of services.

Charles Leadbeater is an author, consultant and government adviser. This report was produced as part of a Demos project on personalisation with the Innovation Unit of the Department for Education and Skills.

<http://www.demos.co.uk/publications/personalisation>