

## **Visible Profiles in the Social Management of Development**

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### **Abstract**

This study attempts to understand the relationship existing between the social management of development and the performance of civil society organizations and their leaders' profile. Initially, a quantitative/qualitative study involving an intentional sampling of 12 Salvador-based organizations with good reputation and differentiated activities was carried out. At this stage, a form using structured interviews was applied to identify the organization profile, management aspects, results obtained and level of inter-organizational articulation. To go deeper in this study, the qualitative stage was extended and two more interviews using oral history technique were carried out with two managers who founded their respective organizations. The following specific issues guided the qualitative research: To what extent did the major manager's life history contributed to the present status of the organization? In what sense is his life history tied with the history of the organization? What turned him into a social manager, and more particularly, what led him to create the organization? What are the expectations concerning the future of the organization? Conclusions point out that the organizations and their managers are intimately imbricated and the success of the organization reflects the successful life history of their leaders.