

Strategic Management Tools for Health Policy Makers and Managers

COURSE OVERVIEW

This course introduces key strategic management tools and techniques tailored for health sector leaders involved in planning, policy, and operational decision-making. Participants will explore how to analyze organizational environments, develop strategic goals, manage change, and evaluate performance in complex healthcare settings. Through practical frameworks like SWOT, PESTLE, Balanced Scorecard, and stakeholder mapping, delegates will build capacity to lead and sustain effective healthcare strategies and reforms.

WHO SHOULD ATTEND?

This course is ideal for health policymakers, public health officials, healthcare administrators, program and project managers, NGO leaders, donor representatives, and consultants working in healthcare planning, governance, or systems strengthening.

COURSE OUTCOMES

Delegates will gain the knowledge and skills to:

- Apply strategic analysis tools to assess internal and external health system environments.
- Formulate strategic goals aligned with policy priorities.
- Manage stakeholder interests and navigate political dynamics.
- Use tools such as the Balanced Scorecard to track and evaluate performance.
- Design change management strategies to drive reform.
- Strengthen planning and decision-making processes for long-term impact.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Strategic planning principles in healthcare.
- SWOT, PESTLE, and stakeholder analysis frameworks.
- Policy development and performance measurement tools.
- Risk assessment and mitigation strategies.
- Balanced Scorecard for healthcare systems.
- Leadership for strategy implementation and change.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded