Strategic Planning Mastery: From Business Strategy to Execution – Hospital Managers Edition

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Course Overview:

Hospital systems are under pressure to deliver high-quality care while ensuring financial sustainability. The course is tailored for healthcare professionals seeking advanced strategic tools and execution frameworks to enhance performance.

This course equips participants to analyse the healthcare environment and develop data-driven strategies.

Target Audience:

- Hospital CEOs, General Managers
- Strategic Planning Directors
- Medical Directors and Clinical Leaders
- Health Quality and Risk Managers
- Healthcare Transformation Officers
- HR Directors in Healthcare Institutions

Targeted Organisational Departments:

- Strategic Planning & Transformation
- Hospital Performance Management
- Clinical Operations
- HR & Organisational Development
- Financial and Budgetary Planning
- Digital Health Strategy Teams

Targeted Industries:

- Public and Private Hospitals
- Health Ministries & Regulatory Bodies
- Health Insurance & Managed Care
- International and Non-Governmental Health Organisations
- Health-focused Consultancy Firms

Course Offerings:

By the end of this course, participants will be able to:

- Use strategic frameworks to assess internal and external environments SWOT, PESTLE, Porter's Five Forces.
- Apply the Balanced Scorecard to design and implement hospital-specific KPIs.
- Translate high-level strategies into department-level objectives and initiatives.
- Align strategic goals with patient-centric care and operational excellence.
- Conduct performance reviews and lead strategy execution using Scorecard dashboards.
- Benchmark hospital strategies globally and localise best practices.

Training Methodology:

- Case-based analysis
- Group workshops to construct strategy maps and KPI dashboards In group
- Hands-on Balanced Scorecard development sessions using Bergeron's healthcare KPI templates
- Daily reflection and feedback sessions to align learning with real work contexts

Course Toolbox:

- Strategic Planning ebooks
- Balanced Scorecard for Healthcare Toolkit Kaplan & Norton
- Hospital Strategy Map Templates
- Case Studies from Porter, Bergeron, and Britnell
- Performance Review Dashboards and KPI Libraries

Course Agenda:

Day 1: Strategic Thinking and Environmental Analysis in Healthcare

- **Topic 1:** Foundations of Strategic Management in Health Systems
- **Topic 2:** Understanding Strategic Competitiveness in Hospitals
- **Topic 3:** External Environment Analysis Using PESTLE
- **Topic 4:** Industry Dynamics and Five Forces in Healthcare
- **Topic 5:** Internal Analysis: Resources, Capabilities, and Core Competencies
- **Topic 6:** SWOT Analysis and Strategic Fit for Hospitals
- **Reflection & Review:** Insights on Strategic Diagnosis in Healthcare Institutions

Day 2: Strategy Formulation for Health Organisations

- **Topic 1:** Value-Based Health Care Strategy
- **Topic 2:** Strategic Positioning and Competitive Advantage in Health Services
- **Topic 3:** Creating Unique Value Propositions for Patients
- **Topic 4:** Business-Level Strategy in Clinical and Non-Clinical Units
- **Topic 5:** Corporate Strategy in Multi-Hospital and Group Practices
- **Topic 6:** Service Differentiation and Market Segmentation in Healthcare
- **Reflection & Review:** Designing Patient-Centred and Competitive Strategies

Day 3: Strategic Performance Management with KPIs

- **Topic 1:** Balanced Scorecard Fundamentals and Healthcare Relevance
- **Topic 2:** Designing Vision and Strategy Maps for Hospitals
- **Topic 3:** Cascading Strategic Objectives Across Units
- **Topic 4:** Developing Clinical and Operational KPIs
- **Topic 5:** Integrating Learning & Growth Metrics with Staff Development
- **Topic 6:** Linking Financial, Patient, Process, and Innovation Goals
- **Reflection & Review:** Strategy-Driven Performance Culture in Healthcare

Day 4: Executing Strategy in Hospital Systems

- **Topic 1:** Strategic Execution Challenges in Healthcare Institutions
- **Topic 2:** Governance Structures and Executive Roles in Strategy
- **Topic 3:** Operationalising Strategic Plans and Projects
- **Topic 4:** Monitoring Performance with Scorecards and Dashboards
- **Topic 5:** Conducting Strategy Reviews and Adjustments
- **Topic 6:** Aligning HR, Incentives, and Organisational Culture
- **Reflection & Review:** Leading for Execution and Accountability

Day 5: Innovation, Global Benchmarking, and Future Strategy

- **Topic 1:** Strategic Leadership and Change Management in Health Systems
- **Topic 2:** Lessons from High-Performing Global Health Systems
- **Topic 3:** Incorporating Digital Health and Telemedicine in Strategy
- **Topic 4:** Entrepreneurship and New Business Models in Health
- **Topic 5:** Capstone Simulation: Designing a Hospital Strategy Map
- **Topic 6:** Strategy Presentation and Peer Feedback Session
- **Reflection & Review:** Final Review, Commitments, and Action Planning

FAQ:

Training Course Categories

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

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Each session runs approximately 4–5 hours daily. The total instruction time is 20–25 hours over five days.

Finance and Accounting Training Courses

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

How does the Balanced Scorecard improve hospital performance?

By structuring performance metrics across financial, clinical, internal process, and learning domains, the... ...anced... ...l stra... ...rm vis... act... ...data-... ...revie...
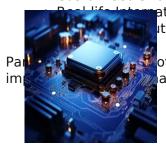
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This strategy course is editorially focused for the healthcare sector, distinguishing it from traditional business strategy programs. It utilises key tools from Kaplan & Norton's Balanced Scorecard, Porter's Value-Based Health Care principles, and Hitt's strategic management frameworks. Highlighting:

Data Analytics Training Courses

Environment & Sustainability Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Development Courses

- Health-specific KPI development with Bergeron templates
- Customised strategy maps customised for hospitals
- Real-life International case studies from Mark Britnell
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IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Training Course Categories

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Oil & Gas Training and Other Technical Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

Training Cities

Accra - Ghana

Amman - Jordan

Amsterdam - Netherlands

Baku - Azerbaijan

Bali - Indonesia

Bangkok - Thailand

Barcelona - Spain

Cairo - Egypt

Cape town - South Africa

Casablanca - Morocco

Doha - Qatar

Dubai - UAE

Geneva - Switzerland

Istanbul - Turkey

Jakarta - Indonesia

Johannesburg - South Africa

Training Cities

Kuala Lumpur - Malaysia

Langkawi - Malaysia

London - UK

Madrid - Spain

Manama - Bahrain

Milan - Italy

Nairobi - Kenya

Paris - France

Phuket - Thailand

Prague - Czech Republic

Rome - Italy

Sharm El-Sheikh - Egypt

Tbilisi - Georgia

Tokyo - Japan

Vienna - Austria

Zanzibar - Tanzania

Training Cities

Zoom - Online Training

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

AGILE LEADERS
Training Center

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