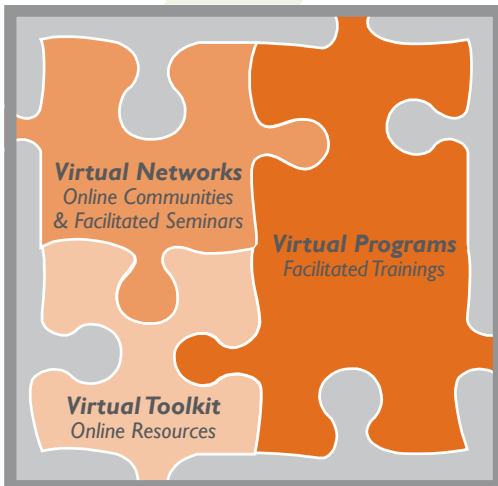




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Virtual Strategic Planning Program



MSH's Collection of Virtual Approaches

The Virtual Strategic Planning Program (VSPP) provides teams from health organizations an opportunity to learn the importance of strategic thinking and planning and technical assistance while they develop an organizational strategic plan. This 17-week program is appropriate for public and private sector health organizations.

Health Organizations Need Strategic Plans to be Effective

Health organizations must be efficiently and effectively managed and led on a day-to-day basis in order to achieve their mission, goals, and targets and remain accountable to clients, funders, and other stakeholders. At the same time, managers must plan strategically so that their institutions can adapt to the changes occurring in the dynamic environment. They must envision and plan towards a desired future and enable their organization to anticipate and meet the needs of their target populations while remaining sustainable. An organizational strategic planning process and corresponding plan are critical to meet these needs.

VSPP Results

The Kenya Ports Authority focused on HR planning to increase the services provided to the HIV positive population in their area; specifically increasing the voluntary counseling and testing activities and prevention of mother-to-child transmission and comprehensive clinical care services.

Results achieved: There was an increase in services comparing the seven months before (11/08 - 05/09) and after (06/09 - 12/09) the VSPP:

- Men and women tested and counseled for HIV increased by over 70%
- Pregnant women tested and counseled for HIV increased by 5%
- Men and women on HIV prophylaxis increased by 16%
- Men on ART increased by 1%, while the women on ART increased by 5%

MSH Virtual Approaches Build Capacity In:

- Leadership Development
- Business and Strategic Planning
- Human Resource Management
- Board Governance
- Expanding Proven Health Practices



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VSPP

VSPP Objectives

At the end of the 17-week program, teams will be able to:

- Conduct an analysis of the external and internal environments and organizational systems
- Create a SWOT matrix – detailing the Strengths, Weaknesses, Opportunities, and Threats
- Create a strategic plan, which includes an organizational mission, vision, strategic objectives, intermediate and final results, and monitoring indicators

VSPP Content

The goal of the VSPP is to provide a dynamically facilitated learning program which guides teams through the four stages of strategic planning and supports them in developing a strategic plan.. The program is offered to organizational teams with representatives from diverse management levels and members of the Board of Directors. Participants' experience is further enriched through sharing information with other teams and the facilitators during the program.

The practical learning modules include frameworks and tools, readings, face-to-face group work, and exchanges among participants and the facilitators through the Café on the website and via email. The facilitators support the teams in the development of their strategic plans, answering questions, and providing feedback and coaching.

VSPP at Work

“Undertaking this course has broadened my scope of understanding especially in the area of critical thinking in reference to strategic planning. This will enable me to focus on essentials and strategic issues within the organization I am working with.”

—Participant, Mbarara University, Uganda

Program Eligibility

- Teams interested in learning the fundamentals of developing an organizational strategic plan

Technology Requirements

- Reliable access to a computer and the internet
- Minimum 56.6Kb/s modem connection speed
- Internet Explorer 5.1 or higher
- Microsoft Word and Adobe

Team Commitments

- Four to ten active team members
- Participants located in the same office/area
- Participants work together on a regular basis on a common objective or goal
- Individual participation of 4 to 6 hours per week during online modules
- Attendance at regular team meetings during the program
- Implementation of a strategic plan
- Reports on team achievements to date six months after the end of the program

For additional information, go to <http://programs.msh.org/clm>, or contact us at virtualprograms@msh.org