Health Care Management · HM51

Healthcare Strategy & Innovation

Madrid · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Madrid**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**HM51**	**English**

Introduction

This training course will persuade managers and clinicians on how to provide the organisation with a clear vision and long-term strategies to help it move in that direction. It will guide participants step by step through a methodical approach to focusing on the future and providing a clear vision of where their organisation is performing and the path it will take to get there. It will emphasise the difficulty of setting priorities as well as the importance of tracking and measurement in monitoring development.

The path of encourages an aligned organisation in which all roles collaborate to achieve organisational goals.

The emphasis is on how to create strategic plans and then effectively implement them. You'll learn how to align the organisation with the strategy by engaging stakeholders, delegating to others, measuring progress, and making tactical changes along the way. It also describes effective methods for assessing how well strategic objectives have been met, learning lessons, recognising success, and recognising the contributions of teams and individuals.

This training course will highlight:

- Principles and techniques of strategy development, options generation, and decision-making
- The influence of creativity and innovation in strategic management
- Management and mitigation of important and operational risks
- Imperative planning and communications to ensure understanding, commitment and accountability
- Evaluation and review of performance against plans feeding into agile planning

Course Objectives of Healthcare Strategy & Innovation

At the end of this training course, you will acquire to:

- Know the difference between strategy and planning
- Articulate the healthcare organisation’s Vision, Mission, and Values
- Design clear and achievable objectives

- Identify strategic, tactical and operational risks and how to maintain them
- Recognise Critical Success Factors and related Key Performance Signs to track progress and deliver outcomes

Course Methodology of Healthcare Strategy & Innovation

This training course uses a range of proven adult training techniques to ensure maximum knowledge, comprehension, and retention of the information presented. This involves discussions, case studies, presentations, and exercises.

Above all, the course leader will make extensive use of real-life case examples of organisations with which they have been personally involved.

Each session provides opportunities to develop skills using case experience and apply them to your organisation generating advancements in capability and effectiveness.

Organisational Impact of Healthcare Strategy & Innovation

What will your organisation increase from employees attend this training course?

- Greater confidence in making more informed contributions to strategic plans
- Sharper awareness of how individuals and teams can contribute to achieving strategic objectives
- Better ability to choose and apply relevant performance measures
- Recognition of the need to prioritise resources to achieve strategic objectives
- Business plans that are consistent with the organisation’s overall vision and objectives
- Increased acceptance of responsibility for the achievement of strategic objectives

Personal Impact of Healthcare Strategy & Innovation

Delegates will be ready to further improve their management experiences by being:

- More aware of the factors that will influence strategic decisions
- More knowledgeable about types of businesses, and business structures, in general
- More knowledgeable about their own organisation’s strategic challenges and opportunities
- More confident in providing strategic input in a wider range of situations
- Able to recognise how various types of strategic initiatives are translated into operational plans
- Able to take on a higher-level, more responsible roles in the organisation

Target Audience of Healthcare Strategy & Innovation

This training course is fitting for a wide range of healthcare professionals and managers who will greatly profit:

- Managers and clinicians were jointly engaged for strategy, marketing, research, operations, HR, finance, etc.
- Managers and clinicians carrying out the management of risks
- Line and operative managers, team leaders and supervisors
- Strategic managers who want to evaluate their current procedure to strategy
- Operational managers who are looking to take on more strategic responsibilities

Course Outlines of Healthcare Strategy & Innovation

DAY 1

What is Strategy? Why is it important?

- Principles of strategic management and business planning
- Strategic fit of organisational structure, business processes, and culture
- Combining analytical, creative and innovative thinking in strategic management
- How to build, manage and develop a strategic planning team
- Getting employees to think strategically
- Developing a Vision of tomorrow’s organisation

DAY 2

Developing a Strategic Business Plan

- Strategic analysis of the external business environment
- Tools and techniques for evaluating competitor activities
- Achieving a balance of healthcare outcomes and outputs
- Complexity and choice: deciding what to do and what not to do
- A practical framework for a strategic business plan
- Generating, prioritising and selecting programmes and projects

DAY 3

How to Manage and Execute Strategic Alignment

- What is strategic alignment, why does it matter, and how does it work?
- A strategic management system
- Developing a strategy map
- Applying the strategy map to your own organisation
- Advantages and disadvantages of the ‘Balanced Scorecard’
- Total strategic alignment as the basis of successful strategy implementation

DAY 4

Addressing Risk and Meeting Stakeholder Requirements

- Stakeholder analysis and communication
- Allocating people and resources to the plan
- Evaluating and improving performance against plan
- How to assess and manage risk
- Best practice in risk management
- Performance measurement and management

DAY 5

Strategy and Change: The Challenge of Engaging Staff

- Developing a communication plan
- Securing commitment to the strategy and responsibility for outcomes
- Executing strategy – how to break it down and get it done
- Linking operational plans with strategic objectives
- Revision and summary of all learning points

- What do we do next - personal goals, plans and commitment to act

Register or ask about this course online
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