



## Advanced Leadership & Management for Public Health and Healthcare Professionals

**WHO Collaborating Centre for  
Public Health Education and Training**  
Imperial College London

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## What makes a good Healthcare Leader?

In today's challenging health market, strong leadership is essential to address the rapid change in global health needs and emerging socio-economic issues. Technical skills, cognitive abilities, and emotional intelligence are three major components of a set of skills health leaders require. It is our goal to teach you how to develop and use these tools to drive change and innovation, influence other health professionals, and succeed in the world's new complex health market.

## Course content

This one-week intensive course will equip health professionals with the tools required to manage their organisations, services and health systems efficiently and effectively. The content of the course is built around the WHO framework and aims to help participants become more successful leaders in a knowledge-based health system. Here are a few of the many topics which will be addressed during the course:

- Public Health challenges
- Situational leadership
- Leadership styles/skills
- Leadership tools
- Effective communication
- Resource allocation
- Problem solving and critical thinking
- Health system strengthening
- Change management
- Health service management
- Political challenges and health policy
- Organisational operations of health systems
- Action plan development

## Certificate of Completion WHO CC

Participants are awarded certificate of completion at the finale of the course.

## Key benefits

Staff from WHOCC have designed and developed this practical interactive programme to realise the potential of aspiring and senior health leaders across nations. Participants will be able to:

1. Manage and lead health organisations effectively across a range of dimensions including policy, finance, and service delivery
2. Assess and measure health service performance by using appropriate criteria and indicators
3. Evaluate and compare different health service business models and theories
4. Apply critical thinking and creative solutions to real-life health service problems
5. Understand key global experience and political challenges of strengthening health organisations and health systems
6. Consider potential policy responses and interventions to improve health systems and develop action plans for their own countries

## Teaching methods

Our curriculum is based on core MBA disciplines: general management, health finance, health economics, policy and health strategy, decision making, leadership, marketing, operations management, and communication skills. The programme is designed to be highly participatory, drawing on the international profile of the group. Participants will strengthen their capacity to think as effective leaders through the use of case studies and strategic planning within health system and healthcare settings. We teach with the use of three methods which make our course truly outstanding:

- Specialist knowledge based on many years of practical experience
- Interactive teaching methods
- Case studies

However, the programme can be tailored to the needs of particular groups.

*Global health needs are changing rapidly, and today's health leaders need to keep up"*

**Professor Salman Rawaf**  
Director of the WHOCC

## Why WHO Collaborating Centre

Designated in 2007, the WHO Collaborating Centre for Public Health Education and Training was established by the WHO Global Committee with the support of the British Government. The Centre is housed in the Department Primary Care & Public Health, School of Public Health, Faculty of Medicine, Imperial College London. It supports WHO, countries and international organisations in health systems development, strengthening the role of primary care, improving secondary care, human resource capacity, academic training and development, enhancing institutional and individual quality and performance, emergency preparedness and planning, and public health laws and regulations. The Centre has a special focus on global health issues and on the development of quantitative analytical skills for health, epidemiology and health services research. The Centre's technical remit extends worldwide and includes all six geographic WHO Regions.

## Teaching and organisational staff

**Professor Salman Rawaf**,  
Director of WHO Collaborating Centre and Professor  
of Public Health  
**Professor Azeem Majeed**, Head of Department of  
Primary Care and Public Health, ICL  
**Ms Elizabeth Dubois**, Research Assistant, WHO  
Collaborating Centre, ICL  
**Dr Sondus Hassounah**, Teaching Fellow,  
WHO Collaborating Centre, ICL  
**Dr Mays Raheem**, Research Assistant,  
WHO Collaborating Centre, ICL  
**Ms Ela Augustyniak**, Project Manager,  
WHO Collaborating Centre, ICL

... in addition to many invited health leaders and experts in the field.

## Participant profile

This course is designed to meet the needs of policy makers, health managers, heads of clinical/administrative departments, health professionals with an interest in management, staff in international/regional organisations, academic health directorates and authorities, and other interested stakeholders.

The course can be delivered in any location worldwide, and will require five working days.