

STRATEGIC PLANNING

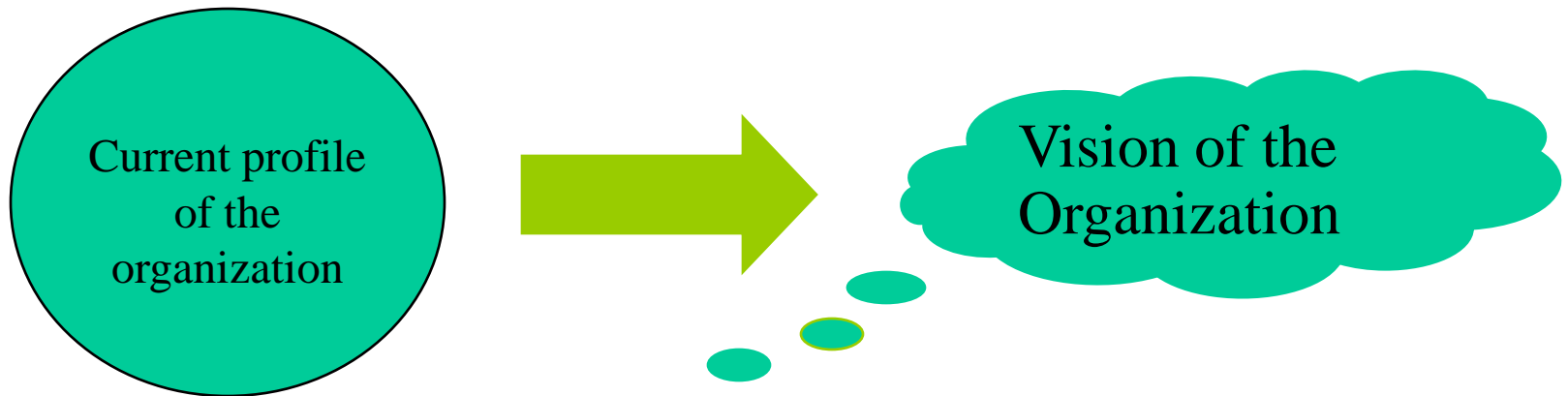


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STRATEGIC PLANNING

- Process used to understand the situation and develop decision making guidelines for the organization
- Purpose:
 - To improve performance
 - To solve major organizational problems
 - To stimulate thinking and future direction
 - To build cohesion and teamwork

STRATEGY LINKS TODAY WITH TOMORROW



STRATEGIC PROCESS

1. Situational analysis
2. Strategy formulation
3. Strategic implementation
4. Strategic control

SITUATIONAL ANALYSIS

- Also known as environmental scanning
- Process involve:
 - External environment analysis
 - Internal environment analysis
 - Development/evaluation of the organization mission, vision, values and objectives

PURPOSE OF ENVIRONMENTAL SCANNING AND ANALYSIS

- External environment :
 - understand and take advantage of opportunities
 - avoid or minimize effects of external threats
- Internal environment:
 - capitalize on strengths
 - improve on weaknesses

ASSESSING THE EXTERNAL ENVIRONMENT

- External environment include:
 - General environment: GO's/institutions, NGO's, business, schools, religions, research organizations and individual consumers
 - Health care environment: planning and regulatory bodies, health care providers, representatives, individuals and patients

EXTERNAL ENVIRONMENT SCAN

Issues	Opportunity/ Threat	Impact to Organization (1-5)	Probability of Continuing in next 5 years (1-5)
Political			
Social			
Economic			
Technological			

ASSESSING THE INTERNAL ENVIRONMENT

- Understanding competencies, capacities and resources as well as how each contributes to the formation of organizational strength
- 2 Phases:
 - Initial survey (staff, information/intelligence, technical capabilities and synergy)
 - Inspecting organizational differences (resources, competencies, capabilities)

INTERNAL ENVIRONMENTAL SCAN

Issues	Strength	Weaknesses	Impact to Organization (1-5)	Probability of Continuing in the next 5 years (1-5)
Physical Facilities				
Financial				
Manpower				
Technical capability				

STRATEGIES, ISSUES AND CONCERNS IDENTIFICATION

<p>TOWS MATRIX</p>	<p>List of Internal Strengths</p> <ol style="list-style-type: none"> 1. 2. 3. 	<p>List Internal Weaknesses</p> <ol style="list-style-type: none"> 1. 2. 3.
<p>List External Opportunities</p> <ol style="list-style-type: none"> 1. 2. 3. 	<p>Future Quadrant</p>	<p>Internal Fix-It Quadrant</p>
<p>List of External Threats</p> <ol style="list-style-type: none"> 1. 2. 3. 	<p>External Fix-It Quadrant</p>	<p>Survival Quadrant</p>

PROGRAM PLANNING

PREVENTION OF DEAFNESS AND HEARING IMPAIRMENT

THE NATIONAL EAR AND HEARING HEALTH CARE PROGRAM

VISION:

BETTER HEARING FOR ALL IN 2024

MISSION:

Ensure affordable, accessible, available, and quality services for the prevention of hearing impairment and rehabilitation of hearing disability

GOAL:

Reduce by 50% the preventable causes of hearing impairment by 2010

Component Objectives	Activity	Time Frame	Indicator of Success	Means Of Verification
Increase level of awareness of Bicolanos on prevention of deafness and hearing impairment (PDHI)	-Include high risk factors during maternal care lectures	3 months	At the end of 3 months, all BHW's were oriented on the high risk factors among newborns	-Attendance -Minutes
Improve access to rehabilitation services	-identify referral points	1 month	Establish a Memorandum of Agreement with an Institution providing services for the hearing impaired	- Memorandum of Agreement