Strategic Healthcare Leadership and Executive Skills Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HSM6195_276122

Course Introduction / Overview:

This comprehensive training course is designed to equip current and aspiring healthcare leaders with the essential skills for executive management in today's complex and rapidly evolving healthcare landscape. The program delves into the core principles of strategic healthcare leadership, moving beyond traditional management theories to address the unique challenges of the industry, such as navigating healthcare policy, implementing digital health transformation, and championing value-based care. As highlighted by healthcare thought leader Thomas H. Lee in his works like "An Epidemic of Empathy in Healthcare," effective leadership is rooted in a deep understanding of both the operational and human elements of patient care. This course integrates these concepts, providing a robust framework for financial acumen, operational excellence, and inspirational team leadership. Participants will explore advanced strategies for quality improvement, patient safety, and organizational change. BIG BEN Training Center has meticulously crafted this curriculum to foster a new generation of visionary leaders who can drive sustainable growth and innovation while maintaining the highest standards of ethical practice and patient-centered service delivery.

Target Audience / This training course is suitable for:

- Hospital Administrators and CEOs.
- Clinical Directors and Department Heads.
- Senior Physicians and Surgeons aspiring to leadership roles.
- Nurse Managers and Chief Nursing Officers.
- Healthcare Project Managers.
- Public Health Officials.
- Healthcare Consultants.
- Executives in pharmaceutical and medical device companies.
- Managers in long-term care and rehabilitation facilities.
- Healthcare Entrepreneurs and Innovators.

Target Sectors and Industries:

- Hospitals and Health Systems.
- Private and Public Clinics.
- Long-Term Care and Assisted Living Facilities.
- Pharmaceutical and Biotechnology Companies.
- Medical Device Manufacturing.
- Health Insurance Providers.
- Governmental Health Agencies and Ministries of Health.
- Non-Profit Healthcare Organizations.
- Academic Medical Centers.
- Home Healthcare Services.

Target Organizations Departments:

- Executive Management and C-Suite.
- Clinical Operations and Services.
- Patient Care and Services Departments.
- Quality Assurance and Improvement.
- Finance and Accounting.
- Human Resources and Talent Management.
- Strategic Planning and Business Development.
- Information Technology and Health Informatics.
- Regulatory Affairs and Compliance.
- Medical Staff Administration.

Course Offerings:

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

- Develop and execute robust strategic plans aligned with organizational goals.
- Master financial management principles specific to the healthcare sector.
- Lead and motivate diverse clinical and non-clinical teams effectively.
- Implement evidence-based quality improvement and patient safety initiatives.
- Navigate the complexities of healthcare regulations, policy, and ethics.
- Drive successful organizational change and digital transformation projects.
- Enhance communication and stakeholder engagement skills.
- Analyze healthcare data to inform strategic decision-making.
- Foster a culture of innovation and continuous improvement.
- Cultivate a strong personal leadership brand and executive presence.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course employs a blended learning approach that combines expert-led presentations with highly interactive learning modules. We believe that adult learning is most effective when participants are actively involved in the process. Therefore, the curriculum is rich with real-world case studies drawn from leading healthcare organizations, allowing participants to analyze complex problems and develop viable solutions. Collaborative group exercises and team-based projects will encourage peer-to-peer learning and the exchange of diverse perspectives. Role-playing scenarios will be used to simulate challenging leadership situations, such as managing conflict or communicating difficult decisions, providing a safe environment to practice and refine critical skills. Interactive Q&A sessions, facilitated discussions, and continuous feedback from the instructor ensure that theoretical concepts are firmly linked to the practical realities of the participants' professional environments, enabling them to apply their new knowledge immediately upon returning to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Modern Healthcare Leadership

- The distinction between leadership and management in a clinical context.
- Understanding the global healthcare ecosystem and its key stakeholders.
- Core competencies for the 21st-century healthcare executive.
- Ethical dilemmas and decision-making frameworks in healthcare.
- The impact of healthcare policy and regulation on leadership.
- Introduction to value-based care principles.
- Developing a personal leadership philosophy.

Unit Two: Strategic Planning and Financial Acumen in Healthcare

- The strategic planning process for healthcare organizations.
- Conducting effective SWOT and PESTLE analyses.
- Healthcare budgeting, forecasting, and financial reporting.
- Understanding revenue cycle management.
- Capital budgeting and investment decisions in healthcare.
- Financial implications of value-based purchasing and reimbursement models.
- Communicating financial information to non-financial stakeholders.

Unit Three: Driving Operational Excellence and Quality Improvement

- Principles of Lean and Six Sigma in a healthcare setting.
- Developing and monitoring key performance indicators (KPIs).
- Strategies for enhancing patient safety and reducing medical errors.
- Root cause analysis and failure mode and effects analysis (FMEA).
- Managing patient flow and optimizing clinical workflows.
- Leveraging technology for operational efficiency.
- Building a sustainable culture of continuous quality improvement.

Unit Four: Leading High-Performing Teams and Managing Change

- Models of team development and dynamics in clinical teams.
- Effective communication and interpersonal skills for leaders.
- Conflict resolution and negotiation strategies.
- Leading organizational change using models like Kotter's 8-Step Process.
- Employee engagement and retention strategies in healthcare.
- Performance management and providing constructive feedback.
- Cultivating resilience in oneself and in the team.

Unit Five: The Future of Healthcare and Executive Presence

- Trends in digital health, telehealth, and artificial intelligence.
- Navigating healthcare consumerism and patient experience trends.
- Building strategic partnerships and alliances.
- Public speaking and presentation skills for executives.
- Managing media relations and organizational reputation.
- Advanced stakeholder engagement and influence techniques.
- Crafting your executive legacy and succession planning.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can healthcare leaders effectively balance the ethical imperative of patient care with the increasing financial pressures of a competitive market?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and forward-looking curriculum that integrates the critical pillars of modern healthcare leadership. Unlike programs that focus narrowly on either business administration or clinical management, this training course bridges the gap, equipping leaders with a synthesized understanding of strategic finance, operational excellence, and people-centric leadership within the unique context of the healthcare industry. We move beyond theoretical frameworks by immersing participants in complex, real-world case studies that reflect current challenges, from implementing digital health solutions to navigating the transition to value-based care. The emphasis is not just on what to do, but how to lead with influence, empathy, and ethical integrity. Furthermore, the course places a significant focus on future trends, preparing participants not only for their current roles but also to become visionary architects of the future of healthcare. It is this blend of strategic foresight, practical application, and a deep commitment to the human side of leadership that provides a truly transformative learning experience.