

A not-for-profit physician-based organization impacts global healthcare in a truly meaningful way.

The Background: A physician-based non-government organization (NGO) representing nearly 75 countries and 85 member organizations is charged with improving the quality of education and care within a specific discipline of medicine at an international level. Recognizing the broad array of serious medical concerns and the diversity of training and healthcare delivery around the globe, the organization found itself grappling to develop an overarching strategy which would establish a process, generate alignment, and enable them to make optimal decisions about how to impact the quality of care to improve the lives of the people around the world.

The Challenge: In the face of dire need, the executive management team was struggling to comprehend, prioritize, and address key issues in light of hugely complex global organization, uncertain future, broad and competing scope of interests, minimal funds, and lack of planning and execution acumen.

Introduction to the Approach: Working with the client, The Atlantis Group identified an external view of possible futures and their implications. The outcomes were used to clearly determine an aligned perspective on the role of this organization and its constituent members.

After completing executive and outside expert interviews and conducting research, The Atlantis Group customized their process to construct a series of workshops in which a cross-section of management from across the globe participated. This work produced a number of strategic imperatives each having well defined scope and context, and served as the basis for the action plans that resulted. [Contact The Atlantis Group to learn more about our methodology.](#)

The Result? The Executive Committee, Committee Chairs and Working Parties team reviewed the outputs from the workshops and, using them as a foundation, crafted an elaborate 'Execution Plan' which was then communicated to the Committee Chairs, the Working Parties, and Regional Leaders. This plan was comprised of definitive and detailed projects and initiatives, identified team leaders and members, outlined areas of geographic focus where the need was greatest, included results expected, a timeline, and a global communication plan.

At the completion of the session, the President said "...this session has enabled us to see more clearly and with a panoramic lens, the inherent complexities and alternative futures in global healthcare. We are in a better position to make decisions and take definitive action based on the strategic imperatives for (NGO)...There is still a great deal of work ahead for the Executive Committee, the Committee Chairs and Working Parties, but we've got a wonderful start..."

This process generated much excitement and alignment on all levels of the organization. Several innovative and collaborative initiatives have taken hold since the workshops were held, and the organization has made significant headway in its mission to improve healthcare around the world.



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