

Case Study

NCIPC Global Health Strategic Planning & Change Management

Challenge

The Centers for Disease Control and Prevention's (CDC) National Center for Injury Prevention and Control (NCIPC) in light of global changes required a comprehensive strategy to align its global health initiatives with long-term goals. NCIPC needed to develop a strategic plan to engage stakeholders and executive leadership to address global injury prevention priorities and develop actionable roadmaps to enhance program delivery and impact. This required engaging diverse stakeholders, navigating competing priorities, and ensuring outputs were both actionable and aligned with CDC's overarching mission.

Solutions

Among many competitors, SeBS was selected and awarded a contract to develop a strategy and execute a tailored strategic planning process for the workshop, which included:

- **Pre-Workshop Preparation:** Identified, coordinated, and conducted stakeholder interviews as well as reviewed existing NCIPC initiatives to target priorities and gaps. Developed materials and an agenda to guide focused discussions.
- **Facilitation of Workshop Sessions:** Led structured breakout sessions to explore key topics such as global injury prevention, road safety, and workforce development. Moderated discussions to build consensus among leadership on strategic priorities.
- **Development of Strategic Frameworks:** Delivered frameworks for NCIPC's five-year plan, emphasizing measurable objectives, resource alignment, and partnership strategies.
- **Comprehensive Reporting:** Compiled a detailed report, including key recommendations for program expansion, priority initiatives, and performance measurement.

Approach

SeBS utilized a collaborative and data-driven methodology:

- Conducted in-depth pre-workshop analyses, engaging leadership and key stakeholders to inform the agenda.
- Designed interactive breakout sessions, ensuring diverse perspectives were captured.
- Leveraged strategic planning tools to define actionable goals and align them with NCIPC's mission.
- Delivered a detailed roadmap for implementation, providing clarity on resource allocation, metrics, and performance tracking.

Value-Add

SeBS delivered significant value through its focused and tailored approach:

- **Strategic Alignment:** NCIPC successfully refined its mission and vision, aligning leadership on a cohesive strategy for global health initiatives.
- **Actionable Roadmaps:** Created clear, measurable goals to guide program expansion and impact evaluation.
- **Improved Collaboration:** Gained consensus-building among diverse stakeholders and partners to enhance leadership cohesion.
- **Comprehensive Reporting:** Concise reporting to provide CDC with detailed workshop results and strategic recommendations, supporting long-term measurable success.