



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

Course Syllabus

Future-proofing cancer organisations
for uncertain and fast-changing times



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Course Description

The emerging trends of the past few decades have transformed the external environment many organisations operate in; new technologies now influence all areas of social and work life; hyper-connectivity has overturned traditional power structures and created a global network society; complex systemic challenges have shifted expectations on how different sectors and stakeholders must work together to drive social impact.

The COVID-19 pandemic has further accelerated those changes, while also increasing disruption and uncertainty. While in the immediate aftermath of the pandemic many organisations, including in the cancer space, were effectively able to adapt to maintain their operations, the current uncertain context has highlighted the need of and created an opportunity for a deeper paradigm shift in the way leaders guide others and organisations pursue their missions.

Through this Master course, participants will take a closer look at some of the emerging leadership and organisational challenges of today: from creating an environment attractive to talent, to developing operational resilience, from planning in the face of uncertainty, to embracing the opportunities of digital, from creating innovations for lasting social impact, to strengthening the collaborative fabric and culture within our organisations.

Framing those challenges within the context of cancer control organisations, the course will combine insights from organisational and leadership experts with perspectives from cancer control leaders and practitioners to provide participants with new ideas and practical tools that can help them make their organisations future-ready now.

Learning Objectives

Through a mix of pre-recorded webinars, assignments, live Q&As with speakers and other resources, participants will:

1. Discover latest leadership practices towards creating caring and enabling environments for talent.
2. Explore approaches and practices to support strategic decision-making at times of uncertainty.
3. Gain practical tools to create innovative projects and solutions designed around the people who will benefit from them.
4. Access expertise and perspectives on leveraging digital tools to support, engage and communicate with various audiences.
5. Explore ways to build strategic networks to maximise mission impact in resource-constrained environments.

Target audience

This course is particularly targeted towards those in a middle- or senior-management role within cancer civil society organisations, cancer agencies, cancer centres, patient support groups and foundations, with at least some involvement in the organisation's strategic management and/or oversight of staff or teams.

Those serving on the Board of cancer organisations, as well as cancer care practitioners with an interest in leadership and organisational processes may also benefit from the course.

This course will be delivered exclusively in English.

Accreditation

This course is accredited by the Accreditation Council of Oncology in Europe (ACOE) and its completion gives 6 European CME Credits.



Course Schedule

In the table below you will find the course syllabus including an overview of each module, its contents and release dates as well as the names of the speakers and their organisations.

Completion of the course requires approximately 6 hours of mandatory activities to complete with course modules being released every two weeks. Some modules include optional live Q&As with the speakers. Live activities are marked below with the symbol ((•))

Module	Course Material	Speaker, Organisation	Release date	Estimated time (minutes)
Introduction	Entry Survey		9 May 2022	5
	Introduction to the course ((•))	Alessandro Di Capua , Union for International Cancer Control	9 May 2022, 13:00 CET	45
	Intro padlet exercise			
Module 1 Rethinking leadership and the workplace	Webinar 1.1: Future-proof leadership	Tammy Erickson , London Business School	10 May 2022	40
	Webinar 1.2: Building resilience in the workplace	Janet Sellers , St. Jude Children's Research Hospital		20
	Assessment – multiple choice questions			10
	Discussion forum / Padlet activity:			15
Module 2	Webinar 2.1: Strategy-making for uncertain times	Vicky Tongue , International Civil Society Centre	23 May 2022	30

Fine-tuning strategy and planning	Webinar 2.2: A human-centred approach to design your cancer control projects and campaigns	Corrine Ellsworth-Beaumont , Know Your Lemons Foundation		30
	Assessment – multiple choice questions			10
	Discussion forum / Padlet activity:			15
	Module 2 Live Q&A (•)	With Vicky Tongue and Corrine Ellsworth-Beaumont	1 June 2022, 15:00 CET	45
Module 3 Embracing digital and new technologies	Webinar 3.1: The Why, What and How of digital transformation	Roberta Profeta and Florent Martin , ELCA	6 June 2022	30/40
	Webinar 3.2: Why your cancer organisation needs a Chief Technology Officer	Kingsley Ndoh , Hurone AI and University of Washington, and Adam Yala , Massachusetts Institute of Technology, Computer Science & Artificial Intelligence Laboratory (MIT CSAIL), UC Berkeley-UCSF		20
	Assessment – multiple choice questions			10
	Discussion forum / Padlet activity:			15
	Module 3 Live Q&A (•)	With Kingsley Ndoh		15 June 2022, 16:00 CET

Module 4 Mobilising networks and coalitions	Webinar 4.1: Networks for impact ((•)) <i>(Live on 16 June, 16:30 CET, with recording released on platform on 20 June)</i>	Jane Wei-Skillern , Centre for Social Sector Leadership, Haas School of Business, UC Berkeley	20 June 2022	30
	Webinar 4.2: Nine habits of successful cancer control coalitions	Sarah Shafir and Katie Bathje , American Cancer Society		30
	Assessment – multiple choice questions			10
	Discussion forum / Padlet activity:			15
	Exit survey and completion certificate available for download			5
	Module 4 Live Q&A ((•))	With Jane Wei-Skillern, Sarah Shafir and Kathie Bathje	12 July 2022, 16:30 CET	45
Course close	Course close – final date to complete course and download certificate	31 August 2022		
	Total duration of course (excl. optional activities, e.g. Live Q&As)		Approx. 6 hours	

Biographies

Course Curator



Alessandro Di Capua

Senior Manager, Leadership Development, Union for International Cancer Control

Senior Manager in the Capacity Building team of UICC, responsible for its leadership workstream. With broad experience of working in the civil society sector, from international NGOs, to national coalitions and grassroots community groups, he obtained his Master's Degree in Non-Profit Management at the London South Bank University.

Speakers



Tammy Erickson

Adjunct Professor for Organisational Behaviour, London Business School

Tamara J. Erickson is an award-winning author and a widely-respected authority on new approaches to leadership, the changing workforce, collaboration and innovation, and the nature of work in intelligent organisations. At London Business School, she designed and directs the school's leadership programme for senior-most executives, 'Leading Businesses into the Future'. She has conducted extensive research on the changing workforce, demographic trends and employee values.



Janet Sellers

Program Manager, Resilience Center, St. Jude Children's Research Hospital

Janet Sellers is a Licensed Clinical Social Worker and the Program Manager of the Resilience Center at St. Jude, set-up to ensure staff are supported emotionally after a significant event with a patient.



Vicky Tongue

Head of Futures and Innovation, International Civil Society Centre

Vicky Tongue is the International Civil Society Centre's Head of Futures and Innovation, leading the projects and events for the Centre's innovation programme for international civil society organisations (ISCOs), and the sector Scanning the Horizon strategic futures peer learning platform. Vicky is the lead author of the Centre's annual Civil Society Innovation thematic report. Vicky has 15 years' senior programme management with several leading UK-based ISCOs, including MSI Reproductive Choices, Article 19, CAFOD, ODI and Save the Children.



Corrine Ellsworth-Beaumont

CEO and Founder, Know Your Lemons Foundation

Corrine Ellsworth-Beaumont is the founder of the Know Your Lemons Foundation and the designer behind Know Your Lemons, an innovative campaign teaching about the symptoms of breast cancer and the process for detection. After receiving her PhD in design, Corrine took the findings from her doctoral dissertation, '*Design thinking in healthcare: developing patient-centred communication materials for breast cancer detection*' and created the Know Your Lemons® Foundation.



Roberta Profeta

Associate Principal, ELCA Digital Agency

Roberta has 20+ years' experience in digital transformation and innovation, for the best part focused on the banking industry. She is currently Associate Principal at ELCA Digital Agency, specialising on bridging business and technology through the creation of new integrated business models.

ELCA is a Swiss IT company with more than 50 years of history and over 1500 specialists, offering a broad spectrum of experience, skills and technical innovations to support digitization.



Florent Martin

Senior Architect, ELCA Digital Agency

Florent is a technology enthusiast with more than 20 years' experience in IT, designing and implementing innovative solutions to real life challenges. He is a Senior Architect at ELCA Digital Agency, providing tech advisory services for digital transformation.

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Kingsley Ndoh

Clinical Assistant Professor, Global Health, University of Washington and Co-Founder, Hurone AI

Kingsley is a Clinical Assistant Professor of Global Health at the University of Washington and the Co-founder of Hurone AI - a digital health startup that is focused on bridging the gaps of cancer care and improving outcomes through AI-enabled personalized cancer prevention and early diagnosis, patient management and navigation, and tele-oncology in underserved regions starting with Rwanda.



Adam Yala

PhD Candidate at Massachusetts Institute of Technology, Computer Science & Artificial Intelligence Laboratory (MIT CSAIL), and Incoming Professor, UC Berkeley-UCSF

Adam's research interests lie in the intersection of Machine Learning and Precision Medicine. His past work has contributed to three areas: predicting future cancer risk; designing personalized screening policies; and private data sharing. His tools have been implemented at multiple hospital systems around the world.



Jane Wei-Skillern

Senior Fellow, Center for Social Sector Leadership, Haas School of Business, University of California, Berkeley

Jane is a Senior Fellow at the Center for Social Sector Leadership at the Haas School of Business at University of California, Berkeley. Previously, she has served on the faculty at the Stanford Graduate School of Business, Harvard Business School (HBS), and London Business School. Her research on the leadership and management of social enterprises most recently has been focused on network leadership. This research examines how nonprofit leaders that focus less on building their own institutions and instead invest to build strategic networks beyond their organisational boundaries can achieve dramatic gains in mission impact with the same or fewer resources.



Sarah Shafir

Managing Director, National Partnerships and Innovation, American Cancer Society

Sarah is the Managing Director, National Partnerships and Innovation in the Office of Cancer Research and Implementation with the American Cancer Society. In this role, Ms. Shafir serves as the Principal Investigator on the Centers for Disease Control and Prevention's (CDC) Comprehensive Cancer Control Technical Assistance. For nearly 20 years, she has been engaged in comprehensive cancer control coalition work at both the state and national levels.



Katie Bathje

Strategic Director, Comprehensive Cancer Control Initiatives, American Cancer Society

As the Director of ACS's Comprehensive Cancer Control (CCC) Initiatives, Katie leads its strategic efforts in enhancing the capacity of CCC programmes and coalitions in areas such as coalition needs assessment, coalition development and sustainability.



Union for International Cancer Control

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