



A MEMBERSHIP ORGANISATION  
**FIGHTING CANCER TOGETHER**

# Course Syllabus

Managing sustainable and effective cancer civil society organisations.



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## Course Description

This course will address areas underpinning the management of civil society organisations, within the context of cancer control, with the aim to support cancer leaders and managers adopt practices that can help their organisations' sustainability and effectiveness.

The course will be particularly valuable for those operating in lower resource settings, without a specialised business background.

This course benefits from the knowledge of experts from around the world that are highly experienced in organisational management and innovative leadership. The biographies of the speakers involved in this course are available underneath their presentations on the eLearning platform.

This course has been accredited by the Accreditation Council of Oncology in Europe (ACOE) and its completion gives 8 European CME Credits

## Learning Objectives

After completion of the course participants will be able to:

1. Understand the principles, structures and strategies cancer CSOs can adopt to better organise themselves and become more effective and sustainable.
2. Describe different perspectives on how CEOs and managers have tackled management and organisational challenges specific to cancer organisations.
3. Reflect on their organisations' strengths and weaknesses, and expose them to tools and practices for organisational strengthening.

## Course Syllabus

In the table below you will find the course syllabus including an overview of each module and the guest speakers.

The course will take approximately 8 hours to complete. As this course is self-guided you are free to access the content that is most relevant to you and you are not required to complete the course in any particular order. If you complete the course you will be awarded a certificate.

Module	Course Material	Speaker, Organisation	Estimated time (min)
Course Introduction	Entry Survey		10
Module 1 Basics	Webinar 1.1: Landscape of CSOs in cancer control	Muriel Auclair, UICC Julia Knudsen, UICC Fatima Cardoso, Advanced Breast Cancer Alliance	30
	Webinar 1.2: Fundamentals of CSOs management	Hadi Aridi, American University of Beirut and Non-Governmental Organisations Initiative (NGOI)	30
	CEO Voices Podcast: From grassroots to global	Pat Garcia-Gonzalez, The Max Foundation	30
	Discussion forum activity		15
Module 2 Leadership	Webinar 2.1: Leadership for effectiveness and impact	Melissa Lim, Brain Tumour Society Singapore	40
	Suggested Exercise: Build your own Success Profile		
	Webinar 2.2: Effective Board leadership	Sanchia Aranda, City Cancer Challenge Foundation	35
	CEO Voices Podcast: The Founder's perspective on leading towards sustainability	Maria Fatima Garcia-Lorenzo, Kythe Foundation	15

	Assessment: The role of the board		15
Module 3 Marketing and Brand	Webinar 3.1: Successful marketing: good practices for promoting your organisation	Nicole Engelbrecht, UICC	20
	Webinar 3.2: Brand and risk management	Mia Hahn, American Cancer Society	20
	CEO Voices Podcast: Building reputation at the national level	Gertrude Nakigudde, Uganda Women's Cancer Support Organisation & Uganda Cancer Institute.	25
	Suggested Exercise: Building an effective brand		30
Module 4 Managing People	Webinar 4.1: Creating an involving and empowering culture	Lisa Gill, Tuff Leadership Training	30
	Webinar 4.2: Working with volunteers	Jeff Dunn AO, Prostate Cancer Foundation of Australia	45
	CEO Voices Podcast: Sustainably engaging volunteers in times of COVID	Adela Ayensa Alonso, Salvati AC (Mexico)	20
	Suggested Exercise: Reflection on your organisation's culture of engagement		30
Module 5 Fundraising	Webinar 5.1: Building an effective fundraising strategy	Rosanna Moore, Corporate Vice President at CCS Fundraising	30
	CEO Voices Podcast: Generating funds by staying true to one's mission	MJ Decoteau, Rethink Breast Cancer	35
	Final survey		15



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