



# Course Syllabus

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



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## Course Description

Through this 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 and developing operational resilience to embracing the opportunities of digital and creating innovations for lasting social impact.

Framing those challenges within the context of cancer control organisations, the course will combine insights from 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, assessments and additional resources, participants will:

- Discover latest leadership practices towards creating caring and enabling environments for talent.
- Explore approaches and practices to support strategic decision-making at times of uncertainty.
- Gain practical tools to create innovative projects and solutions designed around the people who will benefit from them.
- Access expertise and perspectives on leveraging digital tools to support, engage and communicate with various audiences.
- 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 Syllabus

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

As this course is self-guided, you can complete materials at your own pace and focus on the topics that are most relevant to you. If you complete each module you

Module	Course Material	Speaker, Organisation	Estimated time (minutes)
Introduction	Entry Survey		5
	Introduction activity		10
Module 1 Rethinking leadership and the workplace	Webinar 1.1: Future-proof leadership	<b>Tammy Erickson</b> , London Business School	40
	Webinar 1.2: Building resilience in the workplace	<b>Janet Sellers</b> , St. Jude Children's Research Hospital	20
	Assessment		10
	Discussion forum / Padlet activity:		15
Module 2 Fine-tuning strategy and planning	Webinar 2.1: Strategy-making for uncertain times	<b>Vicky Tongue</b> , International Civil Society Centre	30
	Webinar 2.2: A human-centred approach to design your cancer control projects and campaigns	<b>Corrine Ellsworth-Beaumont</b> , Know Your Lemons Foundation	30
	Assessment		10
	Discussion forum / Padlet activity:		15
Module 3	Webinar 3.1: The Why, What and How of digital transformation	<b>Roberta Profeta</b> and <b>Florent Martin</b> , ELCA	30/40

Embracing digital and new technologies	Webinar 3.2: Why your cancer organisation needs a Chief Technology Officer	<b>Kingsley Ndoh</b> , Hurone AI and University of Washington, <b>Adam Yala</b> , Massachusetts Institute of Technology, Computer Science & Artificial Intelligence Laboratory (MIT CSAIL), UC Berkeley-UCSF	20
	Assessment		10
	Discussion forum / Padlet activity:		15
Module 4 Mobilising networks and coalitions	Webinar 4.1: Nine habits of successful cancer control coalitions	<b>Katie Bathje</b> , American Cancer Society <b>Nikki Hayes</b> , Centers for Disease Control & Prevention <b>Karin Hohman</b> , Strategic Health Concepts	30
	Webinar 4.2: Networks for impact	<b>Jane Wei-Skillern</b> , Centre for Social Sector Leadership, Haas School of Business, UC Berkeley	30
	Assessment		10
	Discussion forum / Padlet activity:		15
Module 5 Fundraising in uncertain times	Webinar 5.1: Making your case for support in the current environment	CCS Fundraising	30
	Webinar 5.2: Getting the most out of your Board and volunteers	CCS Fundraising	25
	Webinar 5.3: Identifying and engaging new prospects	CCS Fundraising	30
Course completion	Final survey		
	Certificate available for download		

## 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.

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.



### **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.



**Nikki Hayes**

**Chief, Comprehensive Cancer Control Branch, Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention**

Nikki is the Branch Chief in the Division's Comprehensive Cancer Control Branch and currently provides senior level management and oversight for programme development, implementation, evaluation, and consultation for one of the Division's flagship programmes, the National Comprehensive Cancer Control Program (NCCCP).



**Karin Hohman**

**Founding Partner, Strategic Health Concepts**

Karin is company owner and one of two senior staff of Strategic Health Concepts, a firm which specialises in enhancing the capacity of health-related organisations to better achieve their mission. Karin has devoted her career to understanding and solving public health issues.



**Union for International Cancer Control**

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