

# Strategy Development and Leadership

*The empowerment of midwives: insights into the theoretical framework of strategic management, empowerment, leadership and policy development (national and international) are offered in these modules. Its impact upon maternity care provides a meaningful contribution to the further development and professionalization of midwifery care. Though there are similarities, the extent of midwives' professional autonomy varies in different countries, in different work areas, and over time. You actively examine these differences and similarities to assess what can be learned from the different ways that midwives have reached their current positions. Thus it will help you to position yourself powerful in a constantly changing field.*

This module is designed for midwives who want to develop domain-specific competences aimed at leadership, empowerment and strategic thinking with general academic skills. These competences enable you to further develop on a policy, scientific and professional level. This offers opportunities for personal career prospects and for the further professionalization of midwifery care.

In this module, you will literally and figuratively cross borders to:

- Approach midwifery care from a broad health perspective;
- Find much room for exchange with an international student population.
- Bring together theories and concepts from other disciplines to deepen and broaden midwifery.

The level of midwives' professional autonomy varies across countries, specific areas of midwifery and time. These differences and similarities are actively used to assess what can be learned from the different trajectories that midwives have followed to acquire their present positions. You are introduced to theories, concepts and instruments that are relevant to empowerment, strategic management, leadership and policy development, and you assess their usefulness for your field. In this module, you develop a strategic plan to put a midwifery topic – something that you would like to change in your own work environment – on the agenda.

**Once you have successfully completed this module you will have the knowledge and skills to:**

- Critically analyse the impact of empowerment, policy making, leadership and strategic management on maternity care in their own country and work field
- Apply theories, concepts and instruments to their field of action: write a strategic plan for getting maternity care innovation or change on the agenda
- Formulate a mission and vision statement, and derive strategic goals
- Perform a SWOT analysis and an environmental analysis; distinguish the important stakeholders and perform a stakeholder analysis
- Critically view, evaluate and use theories about empowerment, power, leadership and persuasion
- Identify, compare and discuss influential factors in the empowerment process, policymaking, and strategic management
- Identify key competences in strategic management

Credits: 7.5 EC

Study load: 20 hours per week for 10 weeks