the David & Lucile Packard FOUNDATION

SOCIAL ENTERPRISE DEVELOPMENT CENTRE
SEDC
LAHORE UNIVERSITY OF MANAGEMENT SCIENCES



National Leadership for Reproductive Health & Development (NLRHD) Project

Suleman Dawood SCHOOL OF BUSINESS 25 YEARS
LAHORE UNIVERSITY OF MANAGEMENT SCIENCES

Social Enterprise Development Centre
Suleman Dawood School of Business
Lahore University of Management Sciences
D.H.A Lahore Cantt. 54792, Lahore, Pakistan
UAN: 111-11-5867
Tel: (92 - 042) 3560 8282
Fax: (92 - 042) 3589 5226
Email: amajid@lums.edu.pk

Project Director:

Rizwan Amin Sheikh

Assistant Professor, Lahore University of Management Sciences (LUMS)
Director MBA Programme, LUMS
PhD (Candidate), SKEMA Business School, France
MBA, Cleveland State University (USA)
B.Sc. Information Systems, Ohio State University (USA)

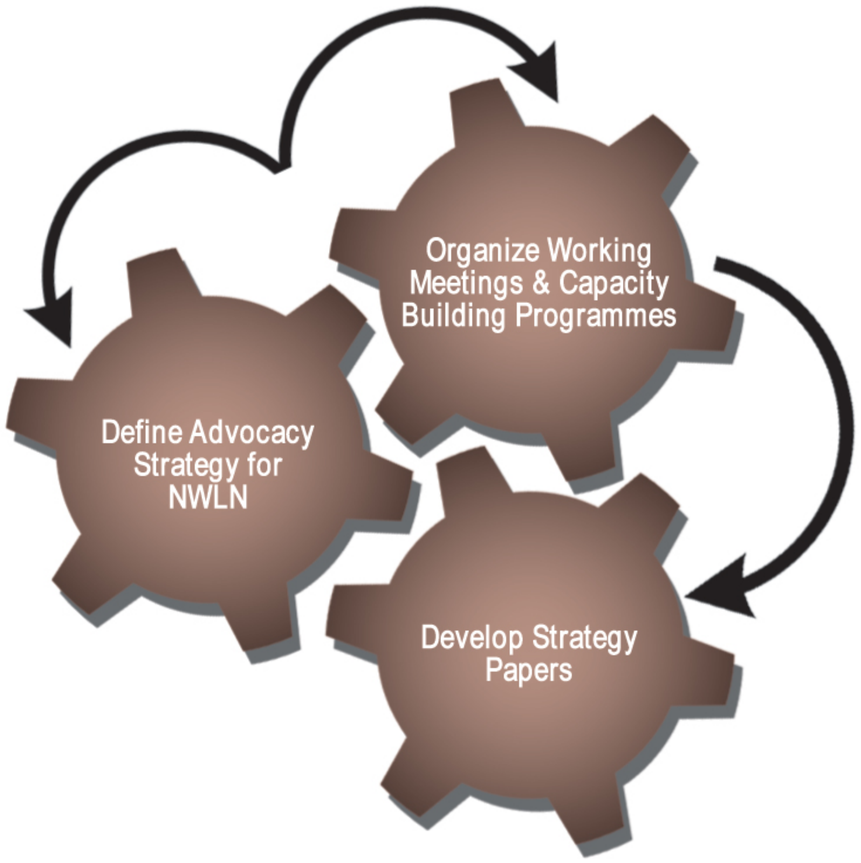
Mr. Rizwan Amin Sheikh is an Assistant Professor of Lahore University of Management Sciences (LUMS) and a Former Chairman of the Punjab Information Technology Board. He has also served as a Senior Manager at Deloitte Consulting, New York, USA, which is a $3 billion management consulting firm with 12,000 employees worldwide. Deloitte Consulting is a sister company of Deloitte & Touché USA LLP, which is a $12 billion firm with 120,000 employees worldwide. He has over 20 years of management consulting, leadership, strategy, information technology, ERP implementation, supply chain management, international programme/project management and industry experience. He has served in the Programme Management Office (PMO) of Fortune 500/multinational companies and has advised CEOs, CFOs, CIOs and Board of Directors in implementing large-scale IT solutions, business process reengineering, and ERP, CRM, Supply Chain, and software development projects. Some of the Fortune 500 multinational companies Mr. Rizwan Sheikh has assisted are; Etisalat, AT&T Wireless, Merrill Lynch, PepsiCo-Quaker Oats, Ingersoll-Rand, Eaton Corporation, STERIS, and Progressive Insurance.

He has been engaged in providing training to social sector in areas of Leadership, Strategy, Project Management, and Governance in Public Sector.

Step 3: Implementation

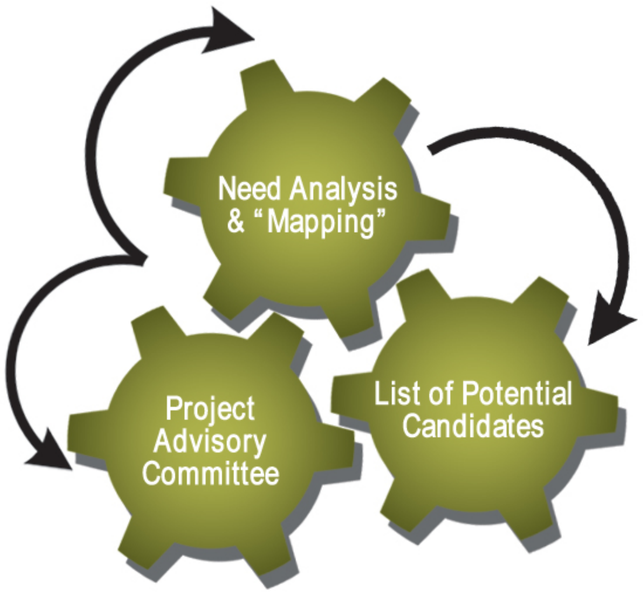
7 working group meetings will be arranged periodically at LUMS. Each working group will share its learning with other working groups and develop strategies under the guidance of FPRH experts and the LUMS faculty. These working group meetings will be supported by the capacity building programmes/sessions in the following key functional areas to develop strategy papers;

a. Population management and human development
b. Power of womens' leadership
c. Transformational FPRH leadership
d. National FPRH advocacy
e. Developing effective national FPRH and development policies
f. Effective FPRH and development policy implementation
g. FPRH social deliverables in CSR agenda of the Government and Private Sector Organisations



In the third year, a one-day national conference, titled, **"National Conference on FPRH and Development Policy"** will be organized to present the strategy papers to the main stakeholders.

National Women's Leadership Network will be developed through the following 3 steps;

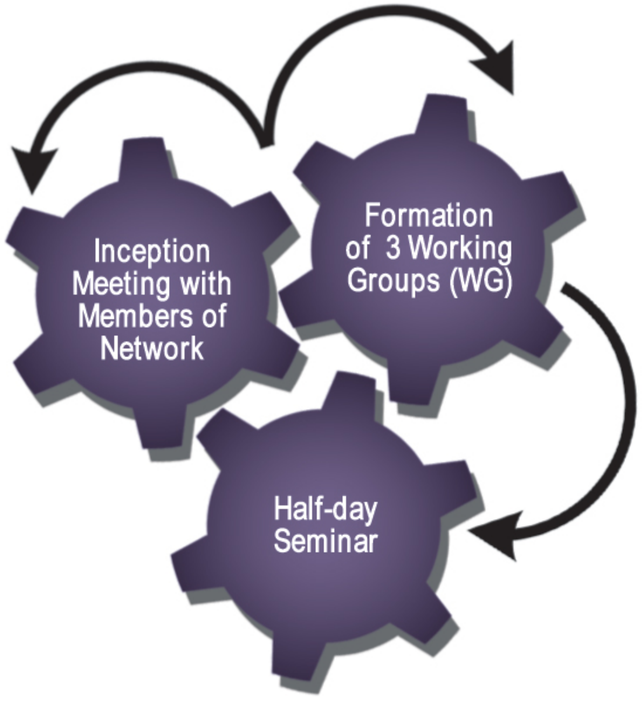


Step 1: Planning

A Programme Advisory Committee comprising of representatives from SEDC-LUMS, the David and Lucile Packard Foundation and Reproductive Health experts will be formed. The committee will play an advisory role and assist the selection of eminent women leaders to develop the "National Women's Leadership Network" for the advocacy and policy making of Family Planning and Reproductive Health.

Step 2: Mobilization

The following 3 working groups will be formed within the National Women's Leadership Network and will be facilitated by the LUMS faculty members:



a. **Policy Working Group** - This working group will analyze the existing Family Planning and Reproductive Health (FPRH) policies and identify the loop-holes. It will also make recommendations to improve policies in the FPRH sector.

b. **Corporate Social Responsibility (CSR) Working Group** - This group will review the current CSR agenda of the corporate sector and recommend options to make FPRH a part of their group and agenda.

c. **Partnerships with FPRH Networks** - This group will develop linkages with existing FPRH networks working at the community, national and international level.

A half-day seminar will be organized to publically announce the working groups. Participants from the media, civil society, corporate, and social sector will also be invited to the event.







Health Enterprise Leadership Programme Trainings

Considering the previous success of the Health Enterprise Leadership Programme (HELP) trainings and the positive feedback from the participants, leadership capacity building training programmes will be launched parallel to the NWLN activities. The SEDC will offer a series of 20 programmes (3 days each), spread over 3 years, starting from 2011, under the HELP.

Programme Fee

The programme is fully funded for participants from the Reproductive Health Sector and covers expenses such as; tuition costs, reading material, accommodation (limited capacity available), and refreshments with tea and lunch served during the programme. However, participants are required to pay a nominal registration fee of PKR 3,000 only.

Participants from other social sector organisations are required to pay a subsidized fee of PKR 33,000 only.

Enrollment Process

The enrollment in the training is through the application available on the website. Organisations are also encouraged to send in their nominations. Enrollment of more than one participant from one organisation will depend upon the availablity of sponsored seats. To confirm your participation, we would encourage you to send us the completed application form(s) as soon as possible. Once approved, an acceptance letter will be sent to the participant/sponsoring authority.

Attendance Policy

Attendance would be marked on a session basis - 85% attendance is mandatory in order to be certified for the training programme.

Discount Policy

A discount of 10% to SEDC Fellows and 30% to every third fee paying applicant from the same organization may be availed.

Health Enterprise Leadership Programme (HELP)
Training Calendar (2011-2013)

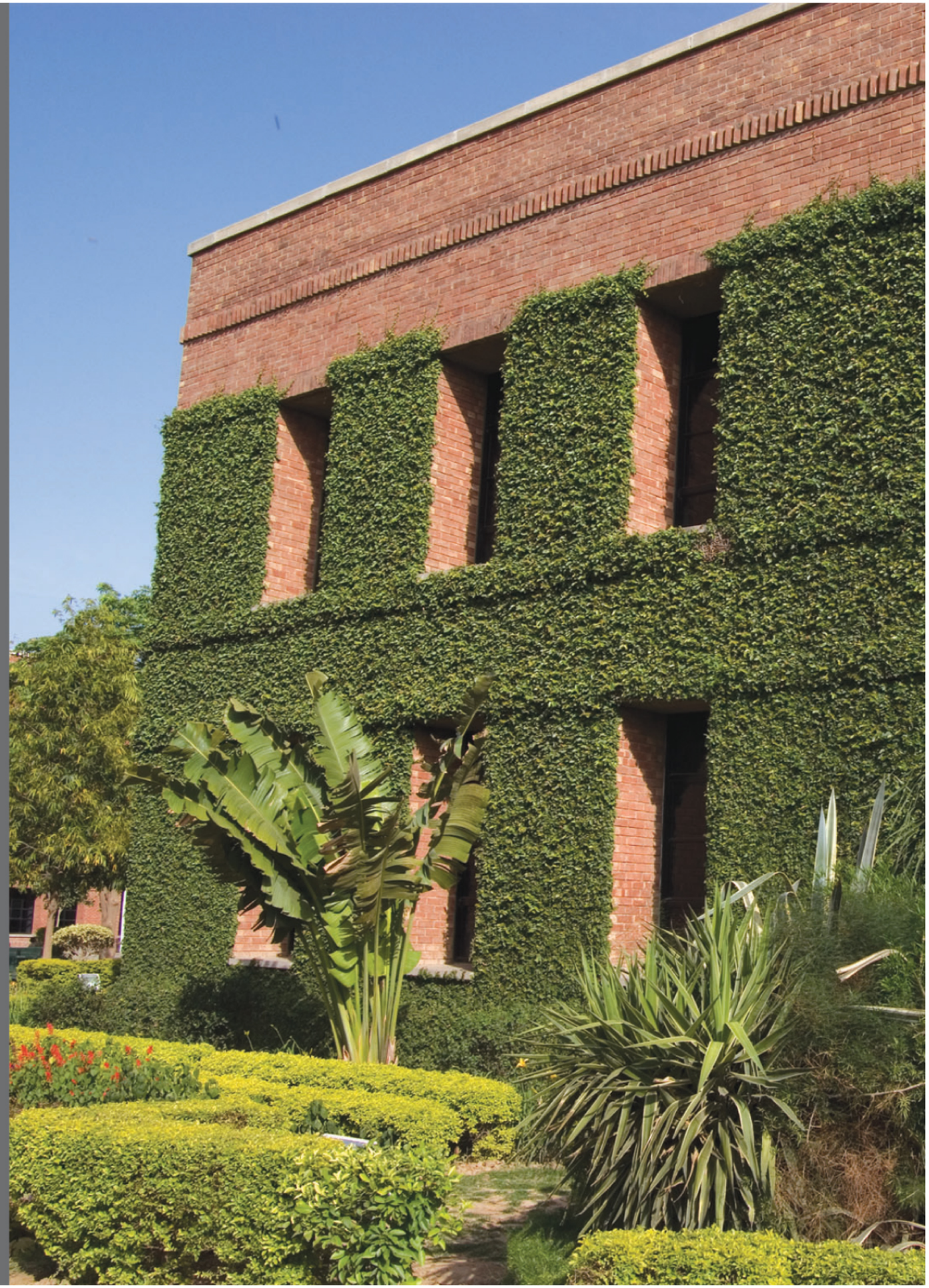
Months	Training Programmes 2011	Training Programmes 2012	Training Programmes 2013
January			
February			13-15 RBM
March		28-30 BFM	20-22 MEIASI
April		25-27 THRM	24-26 SMSE
May			22-24 QRSSI
June	28-30 LSDSSM	13-15 IPPM	26-28 BFM
July	13-15 MASI, 20-22 SSPM		
August			21-23 THRM
September		19-21 LSDSSM	25-27 IPPM
October	12-14 RBM		
November	16-18 MEIASI, 28-30 QRSSI	14-16 MASI	
December	21-23 SMSE	19-21 SSPM	

- LSDSSM Leadership Skills Development for Social Sector Management
- MASI Marketing and Advocacy of Social Initiatives
- SSPM Social Sector Project Management
- RBM Results Based Management
- MEIASI Monitoring, Evaluation and Impact Assessment of Social Initiatives
- SMSE Strategic Management of Social Enterprises
- QRSSI Qualitative Research for Social Sector Initiatives
- BFM Budgeting and Financial Management in Social Sector Organisations
- THRM Team Building and Human Resource Management
- IPPM Integrated Project and Portfolio Management

The Social Enterprise Development Centre - Lahore University of Management Sciences (SEDC-LUMS) in collaboration with The David and Lucile Packard Foundation has undertaken a National Leadership for Reproductive Health & Development (NLRHD) Project, spread over a span of 3 years.

The project comprises of the following two main components:

1. National Women's Leadership Network
2. Health Enterprise Leadership Programme Trainings

















CONTENTS

- Introduction
- National Women's Leadership Network (NWLN)
- Health Enterprise Leadership Programme (HELP) Trainings
- Health Enterprise Leadership Programme (HELP) Training Calendar (2011 - 2013)
- Programme Fee
- Enrollment Process
- Project Director Profile

7. Strategic Management of Social Enterprises

- Managing Self and Others
- Social Enterprises Financial Management
- Professional Placement in Social Enterprises
- Managing Change in Organisations and Systems
- Conflict Transformation

8. Budgeting and Financial Management in Social Sector Organisations

- Overview of Financial Management
- Developing Financial Reporting System
- Resource Generation and Financial Decision Making
- Self-sustainability (from donations to self-sustenance)

9. Team Building and Human Resource Management

- Teamwork: Frameworks, Roles and Styles
- Skills for Team Effectiveness
- Decision Making and Conflict Resolution in Teams
- Understanding Jobs, Recruitment and Selection
- Compensation and Reward Systems

10. Integrated Project and Portfolio Management

- Aggregate Planning and Portfolio Management
- Scaling Project Management Processes to Multiple Projects
- Responding to Change that Impacts Resources
- Project Management Techniques in a Multiple Project Environment
- Monitoring and Evaluation of Projects

** Details of all the above mentioned training programmes will be available in the programmes' brochures*

Trainings will be conducted in the following 10 functional areas:

1. Leadership Skills Development for Social Sector Management

- Leading Yourself
- Leading Individuals
- Leading Teams
- Leading Organisations

2. Marketing and Advocacy of Social Initiatives

- Customer/Stakeholder Analysis
- Marketing Mix in the Social Sector
- Fundraising/Development
- Advocacy Campaign Management
- Marketing Communication
- Role of Social Media

3. Social Sector Project Management

- Introduction to Projects and Project Management
- Role of the Project Manager
- Defining Project Objectives and Strategies
- Project Planning and Estimation
- Identifying and Supporting Team Members
- Preparing WBS and Project Plan
- Dealing with Risk and Uncertainties

4. Results Based Management (RBM)

- Understanding RBM
- Logframe Approach (LFA)
- Performance Management Framework
- Risk Management
- Monitoring and Evaluation using RBM

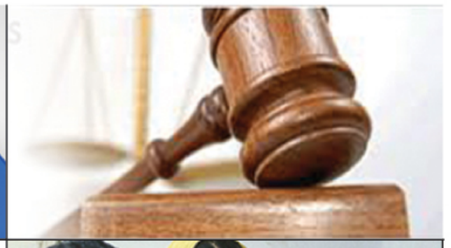
5. Monitoring, Evaluation and Impact Assessment of Social Initiatives

- Monitoring and Evaluation Cycles
- Logical Framework for Strategic Planning
- Monitoring Methods: Review, Supervision
- Information Management
- Evaluation Methods
- Impact Evaluation
- Impact Assessment

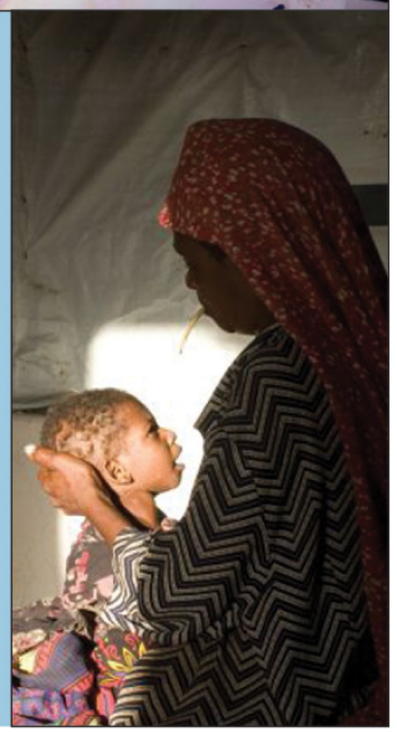
6. Qualitative Research for Social Sector Initiatives

- Qualitative Research Methods
- Designing Qualitative Research
- Qualitative Data Analysis
- Writing and Presenting Qualitative Research









Introduction

This project aims to develop cross sectoral linkages among women leaders to advocate and mobilize policy change for Family Planning and Reproductive Health (FPRH) initiatives.

The key objectives of the project are;

1. To form a network including; members from parliament/ministers, advocates/lawyers, doctors, academics, civil society leaders, professionals, business/corporate sector, media, donor organisations and government officials; to advocate and mobilize policy change for family planning and reproductive health initiatives.
2. To share learnings with each other for a vertical impact to assist the policy makers in formulation of policies on FPRH.
3. To develop leadership and managerial potential of Reproductive Health Sector Organisations.

Some of the expected outcomes of this programme include;

1. Publication of strategy papers on FPRH.
2. Formulation of recommendations for effective national FPRH policy development and implementation.
3. Leadership capacity building of Reproductive Health Organisations.
4. Formation of a National Women's Leadership Network for advocacy of FPRH.
5. Public awareness on FPRH through National Women's Leadership Network.



National Leadership for Reproductive Health & Development (NLRHD) Project