

An Assessment of the Critical Success Factors for Organization Alignment: A Case Study of the Nairobi Women's Hospital

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Abstract

The study discusses organization alignment on the basis of critical success factors namely commitment to strategy, customers, people and processes. Alignment is discussed as a way of executing strategy and delivering and organization's strategic intention. It notes the growing importance of the private sector health providers in bridging the gaps created by structural Adjustment programs (SAPs) in the health sector. The study therefore sought to determine the level of alignment at the Nairobi Women Hospital a healthcare service provider based in Nairobi, Ongata Rangai and Kitengela Towns. The study used the case study design approach as it sought a detailed understanding of organization alignment. The survey strategy was applied in the collection of data.