

ABSTRACT

The success and survival of every organization depends on how well it relates with its challenges and positions itself to the environment. The study sought to find out the extent to which health NGOs in Southern Sudan adopt and apply strategic management practices in developing and implementing their programs and to identify the factors influencing their strategy practices. The research considered health NGOs operating in Southern Sudan as the population. Out of a total of 72 health NGOs, 25 organizations responded. The data was collected using questionnaires which were circulated through drop and pick means and electronically. Data analysis was done by frequencies, percentages, mean scores and standard deviation .. The main thrust of the study was to find out the health NGOs' success from management strategy perspective so as to overcome the challenges facing them. These challenges include increasing demand for more and better services, dynamic operational environment and scarcer resources. The major aim of practicing strategic management is to ensure that the organizations - survive and achieve their intended objectives through analyzing the current situation; developing appropriate strategies; putting those strategies into action; and evaluating, modifying, or changing these strategies as needed. The findings of this study should be understood and evaluated in light of the limitations of the study. This study is especially helpful to health NGOs and other similar organizations in South Sudan. It should be particularly useful to the Directors and Managers of NGOs whose responsibilities include formulating and implementing strategies.