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**Ruben Matos
Gonzalez**
Rubmatos,
Spain

Biography

Ruben Matos Gonzalez is a senior consultant and speaker in strategic planning. Computer engineer with a Master's in Quality. 10+ years leading strategic processes and management systems in key sectors. Former board member. International lecturer connecting executive vision with daily operations. Helps turn strategy into results.

Results, Map & Guide: The Methodology That Transforms Uncertainty Into A Secure Roadmap For Your Gynecology Clinic

Abstract

Healthcare executives and clinical directors face a critical challenge: navigating volatile regulatory environments, rising operational costs, and rapid technological changes without a clear strategic compass. Too often, strategic plans fail not because of a lack of ambition, but because they begin with generic diagnostics rather than the end goal. This session introduces the RMG (Results, Map, and Guide) methodology, a proven 5-phase strategic framework designed specifically for women's health organizations. Unlike traditional consulting models, RMG works backwards: it starts by defining your concrete, ambitious strategic results (Results), then builds a precise, data-driven roadmap to achieve them (Map), and finally provides a step-by-step execution playbook (Guide) to turn that map into reality. We will walk through each of the five phases: Diagnosis (data-driven environmental analysis), Identity & Challenge (redefining Mission, Vision, and core strategic dilemma), Scenarios & Critical Factors (forecasting future scenarios and defining KPIs via the Balanced Scorecard), Architecture (setting SMART objectives and competitive advantages), and Action & Control (implementing a concrete plan with budgets, timelines, and performance monitoring). Attendees will leave with a practical framework to align clinical and administrative teams, reduce operational waste, and convert strategic uncertainty into a confident, actionable roadmap that guarantees measurable outcomes for their gynecology department.