1. Communication and Relationship Management
   - Relationship Management
   - Communication Skills
   - Facilitation and Negotiation

2. Leadership
   - Leadership Skills and Behavior
   - Organizational Climate and Culture
   - Communicating Vision
   - Managing Change

3. Professionalism
   - Personal and Professional Accountability
   - Professional Development and Lifelong Learning
   - Contributions to the Community and Profession

4. Knowledge of the Healthcare Environment
   - Healthcare Systems and Organizations
   - Healthcare Personnel
   - The Patient’s Perspective
   - The Community and the Environment

5. Business Skills and Knowledge
   - General Management
   - Financial Management
   - Human Resource Management
   - Organizational Dynamics and Governance
   - Strategic Planning and Marketing
   - Information Management
   - Risk Management
   - Quality Improvement