



P.O. Box 22591 - 00400, Nairobi, Kenya.  
Jumuia Place, Wing B, 3rd Floor, Lenana Road.

Tel: 020 27 14346, 27 14354, 27 14355, 27 15101/3  
Telcom Wireless: 2446670/1 Fax: 27 14342/27 15096  
(GSM): 0722 203-199, 0733 363-630  
Email: [info@pskenya.org](mailto:info@pskenya.org)  
Website: [www.pskenya.org](http://www.pskenya.org)

14<sup>th</sup> April 2023,

## Terms of Reference (TOR)

### Consultancy for PS Kenya Strategic Plan Development

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#### INTRODUCTION

Population Services Kenya (**PS Kenya**), a locally registered NGO headquartered in Nairobi, is a leading social and behavior change, social marketing, and franchising organization in Kenya, with 30 years of experience measurably improving the health of Kenyans by supporting the Ministry of Health (MoH) address public health priorities in HIV/AIDs; Tuberculosis (TB); Malaria, COVID, Reproductive Maternal Newborn Child, and Adolescent Health (RMNCAH); Gender-Based Violence (GBV); Nutrition; and Non-Communicable Diseases (NCDs).

Over the years, PS Kenya has contributed greatly to the health impact in the country by promoting the adoption and maintenance of healthy behaviors and increasing access to and demand high-quality health products and services.

**Our vision** as PS Kenya is to be the leader in strengthening health markets and empowering Kenyans to make healthy choices.

**Our mission** is to measurably improve the health of Kenyans by promoting functional and sustainable, and healthy markets, increasing demand for and access to quality and affordable health products and services.

#### THE CONTEXT OF THE CONSULTANCY

PS Kenya's current 3-year strategic plan comes to an end in 2023. Considerable achievements and milestones have been realized over the last 3 years. We are cognizant of the fact that with the ever-changing environment, what got us here, won't get us there, and hence we are now looking at developing a plan that will be the blueprint for the organization for the next phase (2024-2028).

We are looking for a consultant(s) who will work with PS Kenya's Board of Director's and Management to go through the strategic planning process, facilitate the various steps from gathering insights to documentation/ packaging of the strategic plan.



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## SCOPE OF WORK

- Review the vision and mission based on the organization's mandate.
- Undertake stakeholder mapping and analysis, including employee input.
- Undertake an environmental scan of the political, economic, social, and technological environment. Review the current strategic plan progress, challenges and opportunities identified.
- Through a consultative process and application of appropriate analysis tools, identify focus areas and develop strategic objectives and key result areas for the same.
- Propose a strategy for achieving the strategic objectives and key results.
- Facilitate various workshops and one-to-one sessions with the Board of Directors and management team to iterate on the various strategies/approaches for PS Kenya.
- Develop a Results and Resources Framework for the plan period.
- Finalize Strategic plan and package final product.

## DELIVERABLES

- A 5-year strategic plan including a results and resources framework.
- Report on the process, including stakeholder consultations and workshops.

## CONSULTANCY DURATION

This assignment is expected to be carried out within **4 months**.

## REQUIRED QUALIFICATION

- Experience working with other organizations to develop strategic plans (examples to be provided). At least 5 years of professional experience.
- Demonstrated experience in the health business essentially and extensive understanding of the Kenyan health and development environment.
- Ability to effectively facilitate workshops and working groups to get the best out of teams.
- High level written and oral communication skills in English.
- Skills in facilitation of stakeholder engagements/workshops.



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## REPORTING AND ACCOUNTABILITY

The Consultant will report to and is accountable to the PS Kenya Chief Executive Officer (CEO). The consultant is expected to provide continuous progress updates during the assignment period and a brief comprehensive report at the end of the assignment detailing how the objectives of the consultancy have been achieved.

## CONFIDENTIALITY

All the information obtained during this assignment, including documents and data collected, is to be treated as strictly confidential and remains the property of PS Kenya.

## APPLICATION PROCESS

Interested and qualified candidates should submit **e - copy proposals** in pdf format which should include the following:

1. The proposal for implementing the assignment, which should include a detailed work plan for delivering the assignment, examples of prior work and references.
2. Detailed Curriculum Vitae of the consultant (s).
3. Cost proposal indicating the proposed cost for the assignment.

## BASIS OF AWARD

PS Kenya will award the contract using the most advantageous tender approach based on the following criteria:

Assessment Criteria	Weighting (%)
Understanding of the brief and scope of work	10
Proposed approach and methodology (refer to TORs)	20
Solid and relevant experience and capacity of firm conducting similar assignments (should include 5 years professional experience and experience in the health business. Include at least 3 references)	15
Solid experience of consultant (s) proposed (including effective facilitation of workshops, writing skills)	15
Fees and total costs. Fees quoted must be inclusive of applicable withholding tax.	40

Applications should be emailed to **Tenders@pskenya.org** to reach us no later than the close of business on **May 2<sup>nd</sup>, 2023**. Please quote **“Strategic Plan – PS Kenya”** on the subject line.