



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Leadership in the Age of Disruption Online Program

Managing the Transition from Crisis
to Stability and Growth

Five half-days starting September 21, 2020



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Managing the Transition from Crisis to Stability and Growth

OVERVIEW

Business disruption happens on a regular pace, not just during this time of pandemic. Industries evolve, new players rewrite the rules, and consumer behaviors constantly change. In this age of constant disruption and unpredictable environment, leaders must learn how to manage themselves, their people, and their organization to survive, adapt, and stay ahead.

Leadership in the Age of Disruption is a course that will help you – leaders of organizations – understand and adapt your leadership style to the unique character of your team members. You will conduct an evaluation of the dynamics of power and influence in your organization in the context of leading towards change and innovation. At the end of the course, you will apply a framework for organizational and environmental analysis to come out with concrete programs for implementation to overcome the challenges and issues you are facing.

PROGRAM OBJECTIVES

At the end of the course, the participants are expected to:

- Assess their individual leadership style in relation to their team members, and the spheres of power and influence in their organizations
- Adopt a framework for evaluating their company response to industry changes and environmental crises
- Create a concrete, implementable change management plan for their respective organizations

WHAT YOU WILL LEARN

- Situational Leadership
 - Theories of leadership styles and application to your organization
- Power and Influence in Organizations
 - Looking at power and influence from the lens of leadership to effect change in organizations
- Crisis Management
 - A framework for handling internal and external crisis situations
- Scenario Planning
 - A framework for aligning your company's vision, mission, goals, and strategies to industry and environmental changes

KEY BENEFITS

Participants will be able to reflect on and analyze the dynamics of their respective organizations, focusing on leadership styles, spheres of influence, and enablers and barriers to change. Furthermore, participants will craft a change management program for their organization as output and takeaway from the program.

WHO SHOULD ATTEND

Anyone in a leadership position in business, government, or civic organization who seeks to effect organizational change and business redirection

PROGRAM SCHEDULE

September 21, 23, 25, 28, 30, 2020
2:00 PM to 6:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY



Bernard D. Marquez
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





Your Program Faculty



Bernard D. Marquez
Adjunct Faculty
Asian Institute of Management

Bernard D. Marquez has more than 20 years of general management and senior executive experience in the consumer goods industry, gained in Philippine conglomerates and multinational companies.

He has a proven track record of organizing and developing new businesses; in growing sales and launching new products; and in delivering corporate turnaround and excellent bottom line results.

He was a former President and Director of Ginebra San Miguel Inc., and former General Manager of San Miguel Integrated Logistics Services, Inc.

He organized and headed several start-up businesses in San Miguel Corporation, both domestic and international. He held senior management positions in Coca-Cola Bottlers Philippines, Inc., Splash Holdings, Inc., and RFM Corporation. Prior to his corporate career, he worked in non-government organizations doing community organizing and policy research.

Mr. Marquez earned his Master in Business Management at the Asian Institute of Management. He completed all academic units for Master in Public Administration at the University of the Philippines. He has a Bachelor of Arts in Economics degree from the Ateneo de Manila University. He is currently a member of the board of directors of the Ateneo Center for Economic Research and Development.

