



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



PIVOTING THE BUSINESS MODEL IN THE NEW NORMAL ONLINE PROGRAM

Surviving and Thriving During and After the Crisis

Program starts September 21, 2020

For inquiries, visit go.aim.edu/seellinquiries



Pivoting the Business Model in the New Normal Online Program

Surviving and Thriving During and After the Crisis

OVERVIEW

The COVID-19 pandemic crisis created a significant toll on many companies, SMEs or large organizations alike. Many have been challenged to shift and pivot their business models quickly and adapt to the new normal. However, many organizations are still scrambling to rethink their new strategies to repurpose their advantages, resources, and assets to create new value, keep the customers, protect the brand, survive, and remain relevant in the market.

Doing business in this operating environment is an extraordinarily difficult time for every organization today. The current situation is chaotic, uncertain, and volatile, and many are unsure of what lies ahead. For many organizations, this may mean that the existing business model has been disrupted, hence need a pivot point before resources or customer funnel dry up.

Management of companies must be able to scan, assess, innovate, and pivot the business to the next level to cope with the new normal. The senior executives and functional leaders need to transform their companies radically to pivot the performance of the company back to the growth trajectory. As a result, business leaders need to have a new comprehensive plan to put the company back on track after the business disruption.

A strategy pivot is necessary for many companies to think about or validate if there are significant elements in the old business model that are affected by a crisis incident. The process is about scanning and sensing all possible business opportunities that the company can pivot into based on the company's industry, customer segment, value proposition, reputation, brand image, and current capabilities.

There's a time for staying in the course and a time to pivot and shift. A pivot is sometimes needed to help a business recover from a tough and challenging time that makes the original business model irrelevant or unsustainable. Futures thinking will allow senior leaders of the company to reboot the business and see the new strategic directions with more clarity and purposiveness. Management cannot solely rely on a pivot strategy to bail the company out of difficult business challenges. Nevertheless, the clarity in thinking of viable pivot options and strategies are worth considering for the business to kickstart growth.

PROGRAM OBJECTIVES

- Develop business acumen and leadership agility of leaders to pivot the business and create various options to expand revenue for the company.
- Deepen participants' capabilities, competencies, management thinking to remain relevant in challenging business situations.
- Reinvigorate the business with futures thinking and viable pivot plans for the company to explore going forward in its business model transformation journey.
- Create a platform to prepare the company's business strategy plans in the new normal.

PROGRAM SCHEDULE

Program starts September 21, 2020
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

With special inclusion of business plan coaching sessions

PROGRAM FEE

PHP 95,000.00 or USD 1,900.00
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY



Albert G. Mateo, Jr.

Clinical Professor, Finance and Leadership
Head, School of Executive Education
and Lifelong Learning
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>





WHAT YOU WILL LEARN

This twenty half-day program will include the following courses:

- Scanning the new normal
- Data science and analytics (financial and customers)
- Strategic and future thinking
- Pivoting the Business model innovation
- Digital and Strategic Project management
- Leading innovation and change
- Performance management in the new normal
- Organizational resilience
- Two 1-1 Business Plan Coaching sessions

KEY BENEFITS

- Understand how our brains work and why we do not take to systems thinking naturally
- How to use system thinking skills to enhance creativity & innovation
- Using right brain thinking skills in seeing the Big Picture
- Moving from Linear thinking to closed loop thinking

WHO SHOULD ATTEND

This program is designed for senior leaders, business owners, corporate planning strategists, middle to upper-level managers, and functional leaders. Managers who join the program want to develop business acumen and the ability to pivot the business to the next level and growth trajectory. They aim to establish themselves as managers who lead, inspire, and transform their businesses and companies in the new normal.





Your Program Faculty



Alberto G. Mateo, Jr.
Clinical Professor, Finance and Leadership
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Jamil Paolo S. Francisco, PhD
Associate Professor, Economics
Associate Dean
Executive Director, Rizalino S. Navarro Policy Center for Competitiveness
Asian Institute of Management

Professor Jamil Paolo S. Francisco, PhD is an Associate Professor, Associate Dean, and Executive Director for the Rizalino S. Navarro Policy Center for Competitiveness of the Asian Institute of Management. He has a PhD in Economics, a Master's in Economics, and a Bachelor of Science in Management at the Ateneo de Manila University. He has been a Lecturer at the Economics Department of the Ateneo de Manila University, a consultant for private companies and NGOs, a Research Director/Leader for the East Asian Development Network, and a Research Director/Leader at the International Development Research Centre's Economy and Environment Program for Southeast Asia. His research interests are ASEAN economic integration, SMEs, household adaptations to disasters, post-disaster recovery, and environmental and resource economics.



Madhavi Devaraj, PhD
Associate Professor, Data Science
Asian Institute of Management

Professor Madhavi Devaraj, PhD is an Associate Professor at the Asian Institute of Management. She has a PhD in Computer Science at the Dr. APJ Abdul Kalam Technical University, a Master of Philosophy in Computer Science and a Master of Computer Applications at the Madurai Kamaraj University, and a BSc in Mathematics at the Bharathidasan University. She was also a Distinguished Professor at the Mapua University, an Assistant Professor at the Babu Banarasi Das University, a Guest Lecturer at the National PG College, an Academic Counselor at the Indira Gandhi National Open University, a Lecturer at the Invertis University, a Part-time Associate Faculty at the UPTECH Consultancy Ltd, and a Data Science Lead at Accenture Technology. Her expertise lies in Machine Learning, Artificial Intelligence, Applications of Data Science, Project Management, Python R Programming, Data Visualization, Data Mining, Advanced Data Structure, and Operating System.





Jose W. B. Decolongon
Adjunct Faculty
Asian Institute of Management

Jose W. B. Decolongon is an Adjunct Faculty for the School of Executive Education and Lifelong Learning, as well as for the Aboitiz School of Innovation, Technology and Entrepreneurship in the Asian Institute of Management. He has been a Business Director in SGS Philippines, an Operations Director in SGS Gulf Ltd. - ROHQ, Strategic Transformation Manager for East Asia, and a Continuous Improvement Project Manager based in Switzerland, Australia and Hong Kong. He is an Australia Awards Scholar and completed his Master's degree in Supply Chain Innovation from Swinburne University of Technology in Melbourne, Australia. He is a certified Lean Six Sigma Blackbelt by PwC Europe and Lean Leader by GE Europe.



Jose Gerardo O. Santamaria, PhD
Associate Professor, Leadership
Asian Institute of Management

Professor Jose Gerardo O. Santamaria, PhD is an Associate Professor at the Asian Institute of Management. He has a PhD Psychology, a Master in Arts in Psychology, a Bachelor of Science in Business Administration at the University of the Philippines, and a Master in Business Administration at the Baruch College. He was also an Assistant Professor at the University of the Philippines, a Faculty at the Indonesian Institute for Management Development, a Professional Lecturer at the De La Salle University, a Director for Employee and Organizational Development at Branders.com, Inc., a Senior Director in Consulting at the Arthur Andersen, Inc., a General Manager at Change Management PT Smart Corporation, a Finance and Planning Manager at Shell Gas Eastern, Inc., a Philippines Issues Management Coordinator at Pilipinas Shell Corporation, a Senior Financial Analyst at Citibank, a Financial Control at Bank of New York Co., and an



Rebecca R. Ricalde
Clinical Professor, Marketing
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager in four years' time. After obtaining her MBA in the United States in 2011, she became Operations Manager for the Pathways Leadership Program in Arizona and then moved to Amazon in Seattle as its Worldwide Customer Returns Program Manager.

Upon her return to the Philippines in 2013, Professor Rebecca took on the position of Senior Marketing Manager at Ayosdito.ph before joining Voyager Innovations, Inc. as its Assistance Vice President for Digital Commerce. Before joining AIM, Professor Rebecca was the Senior Vice President for Customer Experience at Lazada E-Services Philippines.

Professor Rebecca earned her MBA from the Wharton School of the University of Pennsylvania. She was also a teaching Assistant for an Advance Study Project in Marketing and Director of Wharton Women in Business. She received her Bachelor of Science in Industrial Engineering from the University of the Philippines.





Raul P. Rodriguez
Clinical Professor, Leadership
Asian Institute of Management

Professor Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and National Steel Corporation.



Eula Bianca J. Villar, PhD
Adjunct Faculty
Asian Institute of Management

Dr. Eula Bianca Villar is an Adjunct Faculty at the Asian Institute of Management. Her thematic expertise is centered on organizations that navigate disaster and crisis contexts. She holds a PhD (Cum Laude) from La Salle - Universitat Ramon Llull University in Barcelona, Spain and was awarded a European Union Marie Curie Fellowship. She has taught at the graduate and undergraduate levels in De La Salle University College of Business, Silliman University - School of Public Affairs and Governance, and La Salle - Universitat Ramon Llull Department of Business and Technology. She has worked with international NGOs and small businesses as a research consultant on how to navigate and foster innovation and resilience in crisis contexts. She has also authored academic and non-academic articles on organizational resilience, sustainability, and disaster management. She is deeply driven in pursuing

