



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Strategic Disaster Risk Management and Leadership Online Program

Keep your Organizations Afloat  
by Planning Ahead of Disasters and Crises

Ten half-days starting November 20, 2020



# Strategic Disaster Risk Management and Leadership Online Program

Keep your Organizations Afloat by Planning Ahead of Disasters and Crises

## OVERVIEW

We have been witnesses to beleaguering disasters and crises in the first quarter of 2020 - ones that have brought significant changes and implications to Asian societies and industries. From the US-Iran tensions, Taal Volcano eruption in the Philippines, the unfortunate plane crash in NAIA, through the current global crisis brought by COVID-19, these events present a challenge to policy makers from both private and public sectors in understanding disaster resilience and formulating active measures to ensure continuity of business and society as a whole.

The Strategic Disaster Risk Management and Leadership Online Program (SDRMLP) is designed to enhance the participants' problem-solving, decision-making, and team-mobilization skills especially in volatile or extreme contexts and conditions. They will also have the opportunity to consult with esteemed AIM professors and disaster experts, as well as present their projects aimed at implementing holistic, evidence-based strategies and innovative solutions towards building resilience.

## PROGRAM OBJECTIVES

The SDRMLP puts emphasis on the management and leadership aspects that will enable participants to:

- Analyze and evaluate considerations and implications of disasters and crises
- Design strategic interventions and develop implementable plans, and
- Manage and mobilize diverse functions, teams and skills for results

## WHAT YOU WILL LEARN

- Analyze the disaster risk environment and its operating context
- Deal with problems and challenges in managing disasters and crises through knowledge of economic theories and financial tools
- Develop coordinated and integrated approaches to address different types of disasters and crises towards the primary goal of building resilience
- Manage teams in implementing their plans and programs
- Enhance skills in communication through use of data analytics and visualization and basic principles in risk communication

## KEY BENEFITS

- Understand the operational context of Disaster Risk and Crisis Management and its related concepts and frameworks
- Identify the main actors in disaster resilience and recognize their roles and impacts in disaster management cycle
- Analyze complex situations through new ways of thinking and understand its implication in your own industry and operational environment
- Formulate realistic and implementable plans and strategies in achieving resiliency during disasters and crises

## WHO SHOULD ATTEND

The program is recommended for executives, leaders, managers, departments heads, officers, professionals, and practitioners involved in Disaster Risk and Reduction Management from Public and Private sectors. The program is also recommended for companies involved in the Supply Chain of Disaster Risk Management, and private sector organizations needing a risk preparedness and reduction strategy or business continuity plan.

## PROGRAM SCHEDULE

November 20, 21, 27, 28, December 4, 5, 11, 12, 2020 (Fridays and Saturdays)  
1:00 PM to 5:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 60,000.00 or USD 1,200.00  
\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



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

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

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



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



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## Your Program Faculty



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 research and educational themes related to organizing processes in disaster contexts, innovation in the humanitarian space, and sustainable entrepreneurship.



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