



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Corporate and Strategic Planning Online Training Program

Driving Superior Business Results Through
Strategy Formulation and Excellence in Execution

Program starts 21 June 2021



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OVERVIEW

Businesses of all sizes require Strategic Planning to establish an organizational direction. Effective Strategic Planning is the key to achieving growth and success; however, even great strategies fail when executed poorly. While a well-planned business strategy plays a pivotal role in defining the business direction, which includes long-term goals, action plans, and decision-making processes, its full effect can only be realized through excellent execution.

This program will expound on the processes that bridge the gap between strategy planning and strategy execution. It will develop business leaders' critical thinking capabilities, broaden their understanding of strategic management, and strengthen their program and project management skills. Reinforced by insights from the program, participants are expected to display improved articulation of financial trends, possess organization-level thinking, and be equipped with the skills and competencies to turn the company's strategy into exceptional results.

PROGRAM OBJECTIVES

This program aims to:

- Broaden the participants' understanding of strategic management
- Develop business acumen and critical thinking
- Develop capabilities and competence in creating a business execution plan
- Provide practical guides in strengthening the participants' program, portfolio, and project management skills

WHAT YOU WILL LEARN

- Strategic Management
- Financial Analytics
- Business transformation
- Strategic Project Management

The program will also include two one-on-one coaching sessions for each participant after the program's conclusion. Each coaching session will run for 30 minutes and will be scheduled based on the common availability of the Faculty and the participant.

KEY BENEFITS

Participants are expected to achieve the following benefits:

- Understand the concepts of strategy, goals and execution plan and recognize their difference
- Shift mindset from individual action to organizational-level thinking
- Use critical thinking skills in driving the strategy and transforming the business
- Understand and articulate key financial metrics and trends to team members
- Better decision-making

WHO SHOULD ATTEND

This program is a must for Middle to Upper-level Managers, Functional Leaders, Sales Coordinators, and Managers from different business units who want to translate the company's strategy into exceptional results.

PROGRAM SCHEDULE

June 21, 23, 25, 28, 30, 2021
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

With one-on-one coaching sessions

PROGRAM FEE

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

YOUR PROGRAM FACULTY



Mervin L. Pobre, PhD

Clinical Professor, Strategy
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>



FOR INQUIRIES:

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SCHOOL OF EXECUTIVE EDUCATION
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Your Program Faculty



Mervin L. Pobre, PhD

Clinical Professor, Strategy
Asian Institute of Management

Mervin L. Pobre is a Clinical Professor at the Asian Institute of Management. He has a Ph.D. in Economics, an M.A. in International Public Policy at Osaka University in Japan, and a B.S. in Business Economics at the University of the Philippines. He was the Chief Strategy Officer at FWD Life Insurance and the Head of Strategic Planning and Business Development at Philam Life. Before returning to the Philippines, he was the Vice President of Account Management and Decision Science, Card Services at Wells Fargo Bank, USA, the Assistant Vice President of Marketing Analytics, Credit Card Acquisitions at Washington Mutual Bank, USA, and the Senior Manager of Risk Management at American Express, USA.



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