



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Leading with Agile and Scrum Online Program

Building the Foundations and Blueprint for Business  
Agility

Program starts July 2021 and February 2022



# Leading with Agile and Scrum Online Program

Building the Foundations and Blueprint for Business Agility

## OVERVIEW

The Agile Methodology has quickly become a leading approach for Software development companies and many forward-thinking organizations across industries looking to accelerate innovation and their Digital Transformation. It has even been adopted as a highly effective approach for non-technology projects to unlock the same benefits for innovative start-ups and tech giants — faster speed to market, increasing team productivity, and delivering increased value to customers.

While some organizations are slow or have failed to make this shift, others have fallen into the trap of superficially adopting some practices and using the buzz words but failing to create the needed innovation culture and mindset shift required for a true Agile Transformation. Others still have confined the Agile practice to their IT departments, failing to understand that the required shift must be organization-wide.

This program aims to equip business and IT leaders, executives, managers with the needed mindset, principles, tools, and approaches to jumpstart, lead and enable a true Agile Transformation in their organization. The program will help participants understand the foundational concepts and various methods and approaches to create the needed paradigm shifts in their organization, regardless of their role or level.

## PROGRAM OBJECTIVES

- Gain a fundamental understanding of the Agile Mindset, Principles, and Methodology
- Enable a paradigm shift in thinking, planning, and execution towards Customer Centricity and Business Agility
- Learn how the Agile framework and methodologies can be used to accelerate business value through iterations and minimum viable products
- Understand the key roles and responsibilities of Agile Team Members
- Master leading Agile frameworks such as Scrum and Kanban
- Gain insights into the various Agile approaches that teams can adopt to transform their project management and execution
- Understand essential factors needed to implement an Agile Transformation and scale Agile in large organizations

## WHAT YOU WILL LEARN

- Agile Mindset, Values, and Principles
- Benefits of Agile
- Roles in Agile
- Scrum Framework and Ceremonies
- Sprints
- User Stories
- Minimum Viable Product
- Product and Release Backlog Management
- Estimation Techniques
- Team Velocity
- Kanban Principles
- Measuring Agile
- Scaling Agile

## PROGRAM SCHEDULE

July 6, 8, 13, 15, 20, 2021  
8:30 AM to 12:00 PM (GMT+08) on all dates

February 5, 12, 19, 26, March 12, 2022  
8:30 AM to 12:00 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

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

## YOUR PROGRAM FACULTY



**Bryan Joseph O. Santiago**

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  
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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)



## KEY BENEFITS

- Develop an Agile and adaptive mindset and shift your focus towards delivering customer value
- Gain an understanding of what your agile teams are doing and what they need to succeed
- Build the skills needed to become a high-performing Agile Practitioner, Product Owner, Scrum Master, or Business Owner with a stake in Agile execution

## WHO SHOULD ATTEND

This program is recommended for Business and IT leaders, executives, and managers seeking to **jumpstart their organization's Agile and Digital Transformation and seeking to innovate their project management and execution methodologies**. Practitioners with little or no background in Agile or other Software Development or Project Management approaches can also benefit:

- Those interested in working within an Agile team include aspiring Product Owners, Scrum Masters, Developers, and others.
- Current Agile team members who want to deepen their understanding of the Agile processes or learn a new framework (Scrum, Kanban, or Scrumban).
- Current non-Agile team members whose organization is making, or is considering, the switch to Agile frameworks
- IT and business leaders charged with adapting and innovating their project methodologies to keep them competitive



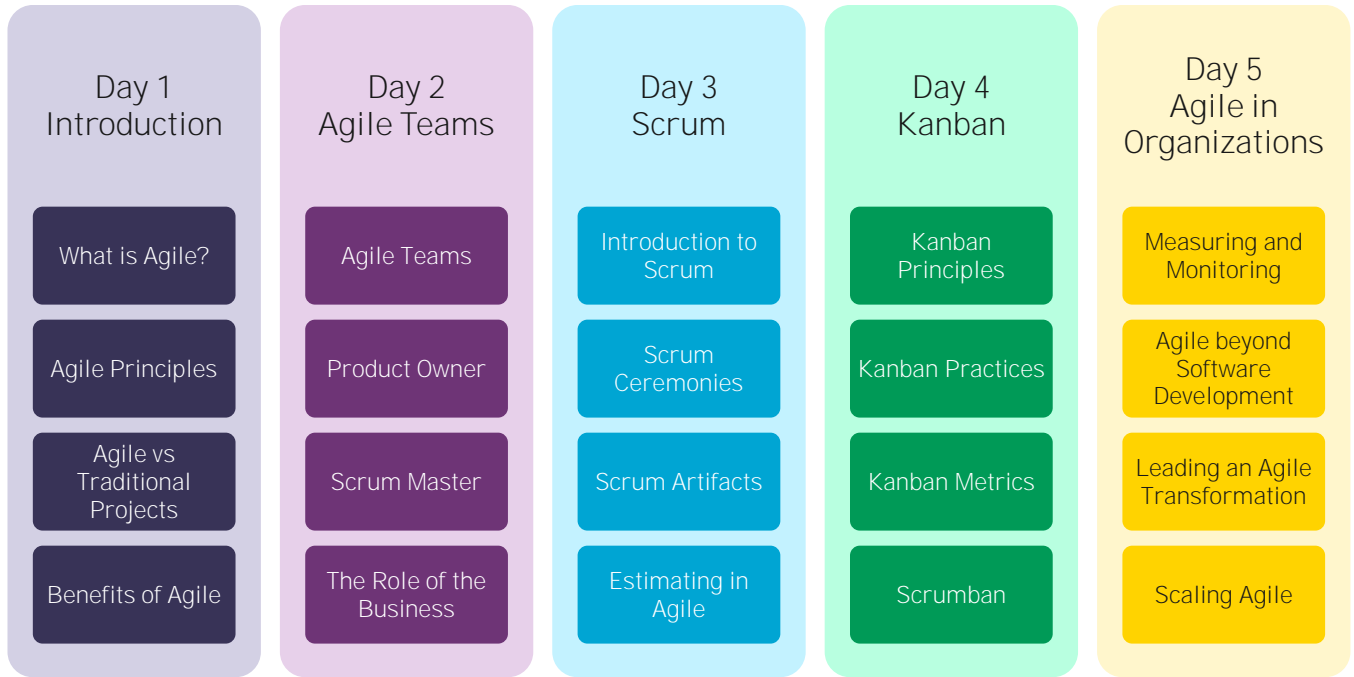
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# Learning Content

The 5-half-day program will cover the following topics:



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## Your Program Faculty



**Bryan Joseph Q. Santiago**  
Adjunct Faculty  
Asian Institute of Management

Bryan is an Innovation, Agile, and Design Thinking Consultant with over 16 years of experience working with Fortune 500 companies, Non-profit NGOs, and local companies. Most recently, Bryan was the Innovation Officer at the ABS-CBN Corporation and Head of Special Projects at Sky Cable Corporation. Before this, he led the Innovation Consulting Capability at Hewlett-Packard Enterprise.

He is a certified Scaled Agile Framework Agilist and Design Thinking Facilitator. He completed his Bachelor of Science in Management Information Systems at the Ateneo de Manila University.



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## Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management



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\*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn one (1) unit which can be credited to the Post-Graduate Diploma in Management.

\*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

#### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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