



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Crisis Leadership Online Module Series

Are You Ready To Navigate Your Organization  
Through Rough Seas?

Program runs August 2021, January 2022, May 2022



# Crisis Leadership Online Module Series

Are You Ready To Navigate Your Organization Through Rough Seas?

## OVERVIEW

We live in an uncertain world, full of impending risk, crisis and resulting chaos. The threats are many and it is during these most chaotic times that people look up to and seek good leadership. As the adage goes – ‘Crisis does not build character, it reveals it’.

Leaders are put to the test, watched, observed and judged on how they behave, respond and lead. With the global impact of COVID-19, the Asian Institute of Management presents “Crisis Leadership Online Module Series”, a program that will empower leaders with essential tips, best practices and overlooked strategies as they plan and enact a sound Leadership guide to combat these critical times.

## PROGRAM OBJECTIVES

- To scan, analyze and quickly assess the environment in times of crisis
- To determine who are the key stakeholders involved in crisis and learn how to engage them
- To critically analyze potential strategies needed for crisis and how to operationalize them more successfully
- To review and strengthen leadership communications to gain cooperation while also being mindful of the leadership brand

## WHAT YOU WILL LEARN (Half-day Modules)

- Making Sense and Situational Assessment During a Crisis
  - Crisis is volatile and uncertain. Wrong problem and situational analysis will lead to making wrong decisions. Learning SAPADAPPA will help the participant in making sense of a crisis.
  - Importance of assessing fake news prevalent in the social media and debunking myths is an important tool for crisis leadership.
  - The 7C’s of a crisis leader (John Quelch)
- A Leader’s North Star: Examining One’s Personal Values
  - Pointers on how to exercise reflexivity when leading through a crisis
  - Learning how to identify anchor points when there is a sudden loss of meaning in crisis contexts
  - Learning how to identify and manage alignments and misalignments between personal and organizational values in a crisis situation
  - Exercising leadership from the top vs leadership from the base ranks: How to tap into value systems and transform them into actionable points for managing a crisis
  - Making your values work for the organization in crisis contexts
- Working Out Ethical Guidelines to Guide Organizational, Team and Individual Decision-Making
  - Leadership is not about having the right answers, in some cases, there is a crisis and a dilemma of decision making by the leader. What are ethical considerations when making such difficult decisions in choosing the least worst decision?
  - Using collaborative governance framework, how to ensure democratization of voice and priority.
  - Building resiliency in the organization starts with building reliability and consistency to values.

## PROGRAM SCHEDULE (5 HALF-DAYS)

BATCH 1: August 4 to 13, 2021  
August 4, 6, 9, 11, 13, 2021  
1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 2: January 28 to February 9, 2022  
January 28, 31, February 9, 2022  
8:30 AM to 12:00 NN (GMT+08) on all dates  
February 2, 4, 2022  
1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 3: May 3 to 12, 2022  
May 3, 5, 7, 10, 12, 2022  
1:30 PM to 5:00 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\*

\*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Program can be taken as a whole or by selecting one or more half-day modules. Module fee is PHP 5,000.00 or USD 100.00 per module. Contact your Business Development Associate for guidance.

## YOUR PROGRAM FACULTY



Harini Chari  
Clinical Professor, Leadership  
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:

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- Managing Continuity: Rapid Development, Implementation, and Appraisal of Business Continuity Plan
  - Learning key elements that make BCPs tailor-fitted to organizational needs
  - Appreciating BCP as a living document, and learning how it may be cascaded, interpreted, and acted on by leaders at various levels of the organization
  - Learning the limits of the BCP in novel contexts and quickly appraising when and how to improvise
- Managing Crisis Communications for Positive and Constructive Response and embracing the leadership personal brand while leveraging the same to manage and effectively respond to the current crisis
  - Leadership Brand Communications
    - Expectations of the leader during a crisis
    - Time to reconsider key leadership traits/skills/styles?
    - The What's and How's of creating Trust?
    - Demonstrating the Leadership Brand during a crisis - Reputation Management
    - Setting the stage for what's to come
  - Crisis Comms Plan
    - Proactive strategy for a reactive/responsive plan
    - Building a crisis communications plan
    - Crisis Storytelling
    - Leveraging Social Media
    - Managing the communications in a changing crisis

#### KEY BENEFITS

- Understand the complexity of a crisis and the need for leadership
- Recognize that effective leadership entails dedication, sacrifice and an examination of personal values
- Rapidly design, enforce and propagate policies under the time pressure of extreme crisis situations
- Ensure adaptability and flexibility upon actual implementation of action plans
- Apply quick risk-benefit decision-making
- Construct and roll out a 360-degree crisis communications plan that includes diverse audiences, platforms and storytelling strategies
- Understand how to be your best during the worst - leverage your brand values and leadership style to authentically connect with your audience

#### WHO SHOULD ATTEND

This program is designed for organizational and community leaders who are spearheading crisis management initiatives within their organization and communities.



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## Your Program Faculty



Harini Chari  
Clinical Professor, Leadership  
Asian Institute of Management

Prof. Harini Chari is a brand and communications strategist by education and a people developer by passion. She energizes and aligns brands of leaders, professionals and entrepreneurs such that they connect the dots and present themselves in a compelling manner on paper, online and offline. With two decades of experience across Asia, US and Europe, Harini has led the brand strategy for organizations such as Amcham- Finland, National Council of Social Service- Singapore and strategic planning for brands like L'Oréal, Nestle and Tiffany's at McCann Erickson. She is a career brand coach and change consultant at Lee Hecht Harrison, Singapore. Harini has featured in both, Singapore & Swedish television news channels. Harini has a master's in advertising from Michigan State University and is a REACH (Pioneer Institute in Personal Branding, USA) certified Personal Branding, 360-degree branding strategist.



Miguel Dorotan  
Adjunct Faculty  
Asian Institute of Management

Dr. Miguel Dorotan is an experienced Public Health practitioner with a history of working in humanitarian affairs within the Philippines and overseas. He is skilled in Health Emergency and Disaster Management, Health Systems Research and Program Management having worked with Local Government Units, Department of Health, Alliance for Improving Health Outcomes Inc. (AIHO), Save the Children International and World Health Organization. He worked during Super Typhoon Yolanda/Haiyan, Nepal Earthquake, Marawi Crisis, and Rohingya Refugee Crisis (Bangladesh) among others.

He has a Master of Science (MSc) in International Public Health focused on Humanitarian Assistance from Liverpool School of Tropical Medicine (Liverpool, UK) under the Chevening Scholarship, Doctor of Medicine from University of Santo Tomas (Manila, Philippines) and Bachelor of Arts Major in Behavioral Science from the University of the Philippines Manila. Dr Dorotan also a visiting lecturer in Bicol University College of Medicine, University of Santo Tomas Faculty of Medicine and Surgery and a resident fellow of the Asian Institute of Management.



Eula Bianca Villar  
Adjunct Faculty  
Asian Institute of Management

Dr. Eula Bianca Villar is an adjunct professor 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.





## 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 two (2) units 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 two (2) units which can be credited to the following:

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

Participants will also earn two (2) units 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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