



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Persuasive and Strategic Communications for Business Leaders Online Program

Make Your Personal and Business Communications  
Clear, Direct, and Intentional



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## OVERVIEW

Great communicators are not born, they are made. Training, practice, and preparation are what make great communicators compelling. In this program, participating leaders will learn essential tips and techniques, as well as receive practical guidance, as they make their business and personal communications clear, direct, and intentional. They will take charge of their individual key differentiators and apply them across various communication touchpoints, such as writing, speaking, and presenting.

## PROGRAM OBJECTIVES

- Develop the participants' self-awareness and learn how to communicate the same through a 'Personal Brand Statement'
- Develop a broad toolkit of communications techniques
- Understand the application of specific methods and leverage the same
- Learn the subtle principles of 'listening' and 'non-verbal communications'
- Gain confidence in speaking, presenting, and pitching

## WHAT YOU WILL LEARN

### Day 1: Knowing Your Personal Brand

Communicating your key differentiators and brand story is the foundation to a solid career. People first invest in YOU before they buy into your communication touchpoints. Understanding the 3-step process that helps connect the dots between your values and passions and then be authentically seen, heard, and sought at work and beyond.

### Day 2: Effective Writing

Techniques and tips to write in ways that drive change. Hands-on exercises that kickstart the writing process in combination with persuasive techniques, principles and appeals that are both attention grabbing and action-oriented. Proven methods from business consulting that ensure clarity in content.

### Day 3: Active Listening and Non- Verbal Communications

A deeper look at this much discounted communications aspect which is the foundation to all business success. Deconstructing the listening process and learning new ways to listen more intently and provide non-evaluative feedback that is less intrusive and more productive. Leveraging non-verbal techniques for rapport and connect with clients and peers.

### Days 4 & 5: Speaking + Presenting + Pitching

Speaking and Pitching are learned skills and these 2 sessions will focus on applicable and tested techniques that will help structure and deliver a memorable speech. Storytelling with data and visuals combined with message mapping techniques and pitching ideas will be analyzed. Participants will push themselves out of their comfort zones as they put to practice these techniques.

## PROGRAM SCHEDULE

BATCH 1: September 15 to 28, 2021

September 15, 16, 21, 23, 28, 2021

8:30 AM to 12:00 NN (GMT+08) on all dates

BATCH 2: January 18 to 28, 2022

January 18, 21, 25, 27, 28, 2022

8:30 AM to 12:00 NN (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.

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

## 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:

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

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#### KEY BENEFITS

At the end of the course, participants will know:

- How to be remembered
- How to effectively persuade through speech and the written word
- How to leverage body language and harness 'presence'
- How to present and pitch ideas through compelling stories
- How your personal brand works in tandem with your communications that could result in a unique overall business experience

#### WHO SHOULD ATTEND

This program is designed and curated for advancing professionals across industries who seek to hone their business presentation, writing, speaking, listening skills.

Along with offering a keen understanding of their Personal Brand, this course is a must for all types of business leaders in any organization who wish to be seen, heard and sought across all platforms.



FOR INQUIRIES:

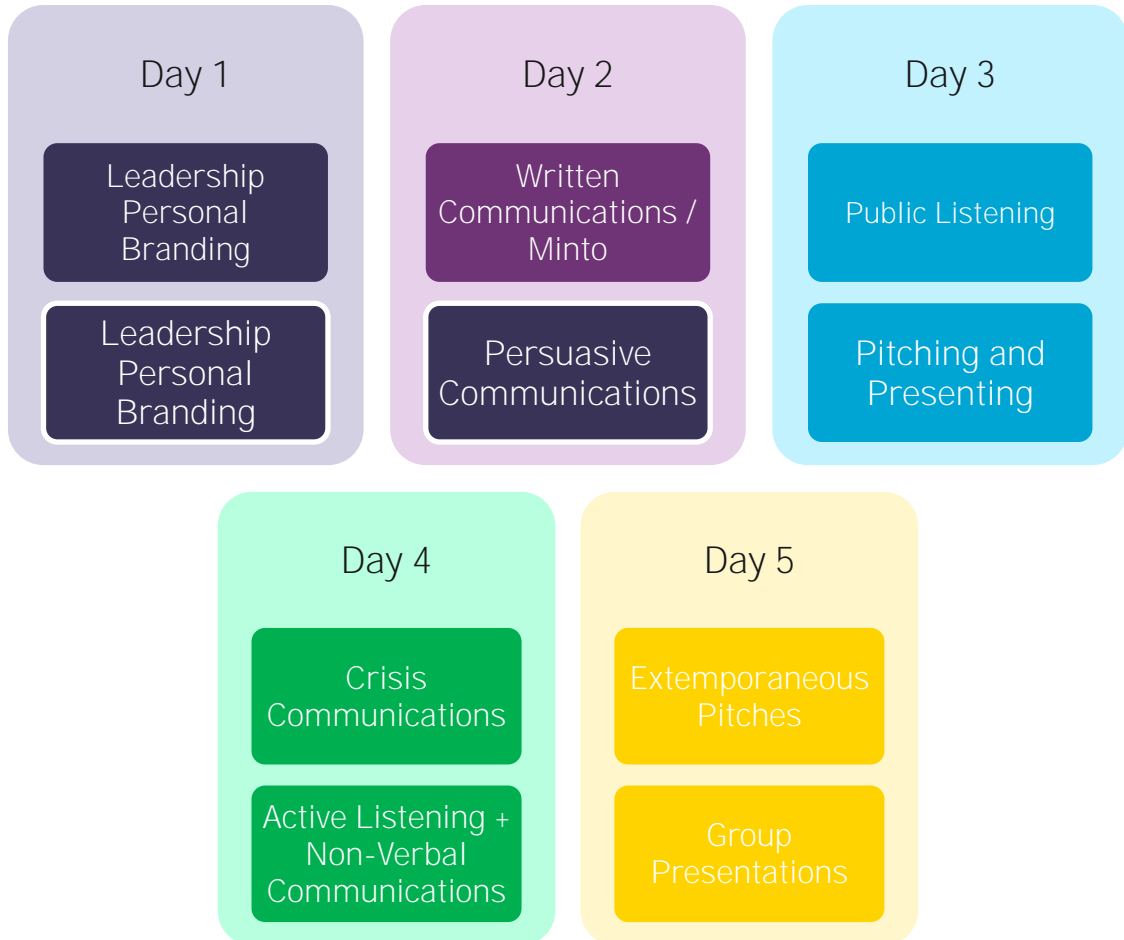
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# Learning Content

The Persuasive and Strategic Communications for Business Leaders Online Program is broken down into five half-days.





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## Your Program Faculty



Harini Chari  
Adjunct Faculty  
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.



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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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