



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Innovating Business Models for Corporate Managers

Succeeding as an Innovative Corporate Strategist

A Human-Centric, Comprehensive, and Collaborative Learning
Journey Focused on Business Model Innovation - Redesigning
How Corporate Leaders and Managers Approach Business
Challenges and Opportunities in Today's Unique Environment

Program starts May 2022 and November 2022



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OVERVIEW

Are you aspiring to lead and develop strategies that will drive new ways of doing things and new business outcomes in your team and organization? The Innovation Business Modelling will equip you with the tools and startup thinking necessary to accelerate your innovative strategic journey.

This holistic and human-centered program will enable active knowledge transfer and creativity among innovation-driven individuals through mentorship, collaboration, and innovation to help them grow their organization. This will provide the building blocks that will help participants reimagine business challenges and strategies through customer understanding, product-market fit definition, business planning, financial planning and analysis, pitching to top management, and more.

For sustainable learning and transfer of knowledge, as well as maximum impact, at least two (2) representatives per organization are recommended to join the program.

PROGRAM OBJECTIVES

- Enable corporate managers and leaders to strengthen their understanding of their customers, their business model, and their corporate strategy
- Help and guide them envision and design their reimagined strategic long term goals as well as map their growth strategy
- Prepare the managers and leaders for their next strategic project and initiative by providing them with a holistic tool to manage and grow their stakeholders – top management, corporate peers, related departments, and customers.

WHAT YOU WILL LEARN

- Driving Self Awareness: What is your Purpose?
- Establishing Desirability and Product Market Fit: Product VS Solution
- Customer Journey and Development
- Agile Project Management
- Lean Startup Methodology
- Value Proposition Canvas and Business Model Canvas Integration
- Financial Management
- Business Forecasting
- Project Finance
- Storytelling to Your Stakeholders

KEY BENEFITS

- Learners will be able to deepen their value proposition understanding and enhance their business model strategy
- Learners will be able to strongly align their brand and business strategy with their financial strategy
- Learners will be able to map business milestones that will drive project success to its desired level
- Learners will understand the building blocks of leading, managing and growing a human-centric organization

WHO SHOULD ATTEND

The program is a must for corporate leaders, managers, aspiring innovators, and startup leaders building companies from various industries. The program is recommended for those want to push customer driven projects and initiative, those who want to integrate new way of approaching challenges and strategy, and for individuals who want to make a difference. Individuals who are working on new projects are recommended to join the program.

PROGRAM SCHEDULE

May 18, 21, 25, 28, June 1, 4, 8, 11, 15, 18, 22, 25, 2022

5:00 PM to 8:30 PM (GMT+08) Wednesdays

1:00 PM to 4:30 PM (GMT+08) Saturdays

November 5, 9, 12, 16, 19, 23, 26, 29,

December 3, 7, 10, 14, 2022

5:00 PM to 8:30 PM (GMT+08) Wednesdays

1:00 PM to 4:30 PM (GMT+08) Saturdays

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 60,000.00 or USD 1,200.00

*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



Raymond Mitchell Mendoza
Program Director
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>

Alumni status will be granted upon completion of the program

Learning Content

The program specifics of Innovating Business Models for Corporate Managers is seen below.

<p>Day 1 - Driving Self Awareness</p> <p>What is your purpose?</p>	<p>Day 2 - Driving corporate awareness? An internal and external analysis</p> <p>How do you assess your business status quo, internally and externally? Systems Thinking and PESTLE analysis</p>	<p>Day 3 - Desirability Is your solution and product relevant?</p> <p>Design Thinking Process Customer Persona and Journey Map Customer Development Process Market Strategy</p>	<p>Day 4 - Desirability</p> <p>Strategic Canvas and Perceptual Map Value Proposition Canvas Business Model Canvas (BMC)</p>
<p>Day 5 - Desirability</p> <p>BMC Right Side Integration</p>	<p>Day 6 - Establishing "Feasibility" - Operationalize your VPC</p> <p>Bowling Alley Strategy Service Blueprint Mapping Lean Startup model</p>	<p>Day 7 - Establishing "Feasibility"</p> <p>Agile Project Management Agile tools and practices</p>	<p>Day 8 - Establishing "Viability" Financial Analysis</p> <p>Financial Fundamentals Language of Business</p>
<p>Day 9 - Establishing "Viability"</p> <p>Project Finance - strategic projection Cost & Volume Profit Analysis</p>	<p>Day 10 - Establishing "Viability"</p> <p>Cost Structure Review Pricing Strategy Revenue Model</p>	<p>Day 11 - BMC Integration</p> <p>Putting together all elements of the BMC - strategically and innovatively.</p>	<p>Day 12 - Case Presentation</p> <p>Case Presentation using "cost-benefit" corporate storytelling</p>



Your Program Faculty



Raymond Mitchell P. Mendoza
Program Director
Asian Institute of Management

Raymond Mitchell P. Mendoza is the Founder and Chief Empathy Officer of Mpathy Strategy Group. He is also the Managing Partner and Brand Marketing and Finance Head of The Fine Gentleman. He is a startup mentor at AIM-Dado Banatao Incubator who co-led the creation and execution of the AIM-DBI Startup Management Development Track.

He is a strong advocate of the power of empathy in designing human-centered solutions and delivering relevant products and services. This is the starting point of putting together a desirable, operationally feasible, and financially viable business model.

He has an AIM MBA, 2016 and a recipient of a Student Leadership Award. He also graduated in Economics and Finance at De La Salle University. He was part of the Business Development at SM Prime – Shopping Center Management Corporation from 2011 to 2014.



FOR INQUIRIES:

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

- Post-Graduate Certificate in Innovation and Management
- Post-Graduate Certificate in Entrepreneurship

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 or visit our website at <https://executiveeducation.aim.edu>



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