



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Innovation Management & Advanced Intrapreneurship

A Module of the Post Graduate Diploma in Corporate
Innovation and Digital Leadership

Program starts August 2022



A Module of the Postgraduate Diploma in Corporate Innovation and Digital Leadership

Innovation Management & Advanced Intrapreneurship

OVERVIEW

The Innovation Management and Advanced Intrapreneurship is designed to take an individual's innovation mindset and skills to the next level. The modules in this program will equip participants with the right Innovation tools and frameworks, not just to generate ideas, but also to develop the capability to turn these ideas into Real, Measurable, and Actionable projects.

This Online Program will enable Innovation Practitioners to establish a clear Innovation Culture, set proper Innovation metrics and KPIs, and practice the Innovation Scorecard Method — Crucial factors that fuel and Direct Innovation initiatives within an organization.

PROGRAM OBJECTIVES

The interactive online program aims to give participants a holistic understanding of the innovation process and experiments that would yield growth for their organization. They key takeaways from this program are:

- Identifying organizational strategic imperatives and drivers of corporate change
- Zeroing in on the organization's potential growth and innovation platforms to identify potential business opportunities for the company
- Defining and scoping the company's innovation pipeline - its value and roadmap

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

PROGRAM SCHEDULE

August 9, 11, 16, 18, 23, 2022

Tuesdays and Thursdays

5:30 PM to 09:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEES

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.

YOUR PROGRAM FACULTY



Rolan Marco Garcia
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>





Gain a Holistic Corporate Innovation Perspective Through Action Learning Methodology

Embedded in the program structure is an Action Learning Program (ALP) in all the modules. ALP will complement the knowledge and insights from the lectures as this would enable participants to create actionable and calculated projects

Advanced Leadership and Intrapreneurial Skills

The program is aimed to equip key decision makers with a forward-thinking mindset and strategic approach to Innovation. The sessions will enable the participants to unlock opportunities and sustainable innovation and digital transformation.

WHO SHOULD ATTEND

This online program is geared towards direct business impact and is most relevant for product managers, sales, marketing, leadership, business development managers. The program is also highly recommended for:

Managers, Supervisors, and Heads who want to enhance their intrapreneurial skills and leadership, get and stay ahead of the game, and drive their teams and innovation ventures to success.

Entrepreneurs and Business Leaders who want to gain competitive advantage, knowledge, and understanding on innovation and how these can generate growth and opportunities

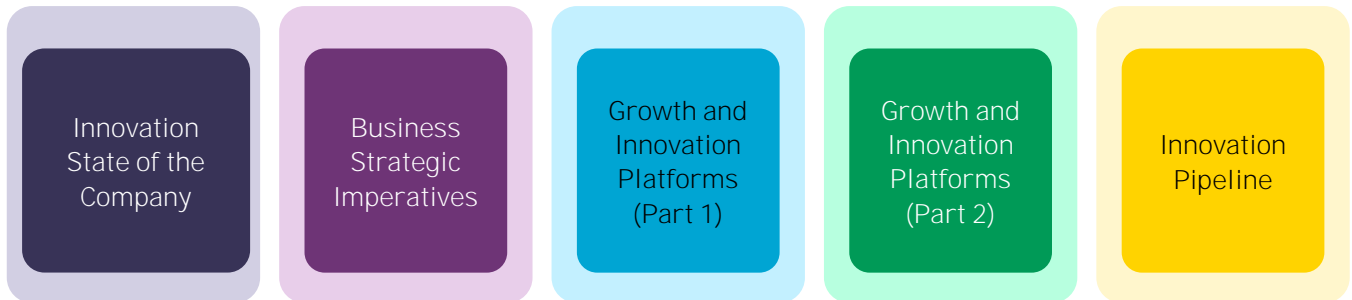
ABOUT EMBIGGEN CONSULTING

Embiggen Consulting is an international Corporate Innovation Strategy and Foresight consulting firm committed to building meaningful growth for progressive organizations in Emerging Markets.



WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



- Innovation State of the Company
 - Innovation Assets - intelligence, insights, ideas
 - Innovation Landscape
- Business Strategic Imperatives
 - How does your business define Business Innovation
 - What drives your companies to innovate on Product, Services, or Systems
 - What are Strategic Imperatives for your company
 - What are targets that your Company does
 - How is this Communicated
- Growth and Innovation Platforms (Part 1)
 - Growth platforms
 - Portfolio Evaluation
 - Platform and Concept Development
- Growth and Innovation Platforms (Part 2)
 - Mapping of Growth Opportunities and its implications
 - Business Case Developments within Growth opportunities
- Innovation Pipeline
 - Organizational Innovation Pipelines
 - Value and Valuation
 - Pipeline timing, sequencing, and staging
 - Roadmap Development

Your Program Faculty



Rolan Marco Garcia
CEO & Managing Partner
Embiggen Consulting

Rolan is the CEO & Managing Partner and heads the Corporate Innovation & Growth practice of Embiggen Consulting - an International Corporate Innovation & Corporate Foresight Consulting firm committed to building meaningful growth for progressive organizations in Emerging Markets. He is a recognized Innovation Consultant by the Global Innovation Management Institute (GIMI) in Cambridge, Massachusetts and recently won the world championship in the 2021 Winter IXL Innovation Olympics - the largest and most prestigious innovation consulting competition in the world along with top business schools in the world like MIT and Yale.

As an enterprise innovation leader, Rolan is the Head of Innovation for one of the biggest and oldest private university groups in the country and the Director of the FEU Tech Innovation Center (FTIC) - the first academe-based venture builder in the Philippines.



Earl Martin Valencia
Adjunct Faculty
Asian Institute of Management

Earl is currently the Co-founder of a stealth fintech start-up and the founding Partner at Cognito Labs, one of the first virtual startup accelerators connecting emerging markets and Silicon Valley. He was previously a Managing Director for Digital Transformation at Charles Schwab, a broker-leader managing over \$3 Trillion in assets. He also was in the tech and Innovation teams at Bridgewater, the world's largest hedge fund and Silicon Valley tech firms Cisco, VMWare and Dell EMC.

Earl spent 4 years in the Philippines and co-founded QBO, the National Innovation Center of the Philippines, IdeaSpace Foundation, the leading incubator, and accelerator based in Manila and was the VP of Corporate Development and Innovation at Smart/PLDT, a telecom with 60 M mobile subscribers.

Earl obtained a degree in Electrical Engineering, Summa Cum Laude, from Boston University, where he was the founding chapter president of Eta Kappa Nu and a member of Tau Beta Pi. He also has a Masters in Systems Engineering from Cornell University and an M.B.A. from the Stanford Graduate School of Business.



Masaki Mitsuhashi
Managing Director
Embiggen Innovation Institute

Masaki or Maki, is a Certified Innovation Professional and an Innovation Master from the Global Innovation Management Institute and is the Managing Director of the Embiggen Innovation Institute.

He graduated from the Asian Institute of Management with the degree Master of Science in Innovation and Business where he was the sole-recipient of the TEKTONIK Scholarship Award.

He worked on several projects related to stakeholder-centered innovations and development in the context of Health, Environment, Climate Change, Disaster Risk Reduction, Education, and Leadership. He is also actively supporting and putting up startups in the Philippines, Asia, and in Europe. He has also done researches and other literary works with some of his works published in online and offline forms.

He also co-founded the League of Innovation and Intellectual Property Advocates (LIPAD PH), a startup based in the Philippines working to make innovation and intellectual property concepts inclusive and accessible.

He has worked with organizations such as Embiggen, United Nations Environment, United Nations Development Program, United Nations Population Fund, RTI International, Ramon Magsaysay Award Foundation, PhilDev, ReBirth PH, Plan International, SEEDS Asia, iACADEMY, iACADEMY Pro, and Natalie in the Light working towards empowering communities in the Philippines, Asia and other regions.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate 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 Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma.

EARNING CREDENTIALS

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

- Postgraduate Certificate in Digital Transformation
- Postgraduate Certificate in Strategy Management
- Postgraduate Certificate in Information Technology Management
- Postgraduate Certificate in Innovation and Management
 - *A Postgraduate Certificate requires five (5) units earned within two (2) years.
- Postgraduate Diploma in Corporate Innovation and Digital Leadership.
 - *Postgraduate Diploma in Corporate Innovation and Digital Leadership requires twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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
SEELL@aim.edu | +632 8892 4011 | www.aim.edu