Strategic Disaster Risk Management & Leadership Program
Keep your organizations afloat by planning ahead of disasters and crises

OVERVIEW
We have been witnesses to beleaguering disasters and crises in the first quarter of 2020, ones that have brought significant changes and implications to Asian societies and industries. From the US-Iran tensions, Taal Volcano eruption in the Philippines, the unfortunate plane crash in NAIA, through the current global crisis brought by COVID-19, these events present a challenge to policy makers, to private and public sector in understanding disaster resilience and formulating active measures to ensure continuity of business and society as a whole.

PROGRAM OBJECTIVES
The SDRMLP puts emphasis on the management and leadership aspects that will enable participants to:
- Analyze and evaluate considerations and implications of disasters and crises
- Design strategic interventions and develop implementable plans, and
- Manage and mobilize diverse functions, teams and skills for results

The program is designed to enhance the participants’ problem-solving, decision-making, and team-mobilization skills especially in volatile or extreme contexts and conditions.

WHAT YOU WILL LEARN
- Foundational Concepts and Knowledge in DRCM
- Economic and Financial Aspects of Disasters
- Leadership Strategies towards Organizational Resilience
- Effective Communication for Disaster Management

KEY BENEFITS
At the end of the program, the students will be able to:
- Understand the operational context of Disaster Risk and Crisis Management and its related concepts and frameworks
- Identify the main actors in disaster resilience and recognize their roles and impacts in disaster management cycle
- Analyze complex situations through new ways of thinking and understand its implication in your own industry and operational environment
- Formulate realistic and implementable plans and strategies in achieving resiliency during disasters and crises

WHO SHOULD ATTEND
Executives, leaders, managers, head of departments, officers, DRRM professionals and practitioners involved in Disaster Risk and Reduction Management, from Public and Private sectors, companies involved in the Supply Chain of Disaster Risk Management, and private sector organizations needing a risk preparedness and reduction strategy or business continuity plan

PROGRAM SCHEDULE
May 4 – 30, 2020
4 – 6 hours per week

PROGRAM FORMAT
AIM offers this practitioner-oriented learning through online delivery to facilitate learning of students on their own pace. The students are taken into a balance of passive and active learning and takes pride in providing a collaborative and immersive experience through the real-world cases.

The program will be conducted online with live virtual interactive sessions to be implemented via Zoom Video Conferencing. Strong internet connection is recommended, with a speed of at least 10 Mbps.

YOUR PROGRAM FACULTY
Prof. Kenneth Y. Hartigan-Go
Head, Zucelig School of Development Management
Asian Institute of Management

To find out how you can participate, contact us at SEELL@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
Your Program Faculty

**Prof. Kenneth Y. Hartigan-Go**
Dr. Kenneth Hartigan-Go is Head of the Zuellig School of Development Management. Dr. Hartigan-Go was formerly an Undersecretary at the Philippine Department of Health, and his portfolio covered health regulations, health and trade, private public partnership, supply chain management, and innovations.

Previously, his government posts also included being the Director General for Food and Drugs Administration (October 2012 – October 2014), Deputy Director of the Bureau of Food and Drugs (1999-2001); and Manager of the Philippine National Drug Policy program. He was the founding Executive Director of the Zuellig Foundation from 2001 to 2009. From 2013-2016, he actively advised the Chair of the APEC’s Life Science Innovation Forum (LSIF) executive board and was a substantive lead for APEC matters on LSIF, Health Working Group, and the SME working group.