



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Leading with Agile and Scrum

Building the Foundations and Blueprint for Business
Agility

Program starts in May 2024



Leading with Agile and Scrum

Building the Foundations and Blueprint for Business Agility

OVERVIEW

The Agile Methodology has quickly become a leading approach for Software development companies and many forward-thinking organizations across industries looking to accelerate innovation and their Digital Transformation. It has even been adopted as a highly effective approach for non-technology projects to unlock the same benefits for innovative start-ups and tech giants — faster speed to market, increasing team productivity, and delivering increased value to customers.

While some organizations are slow or have failed to make this shift, others have fallen into the trap of superficially adopting some practices and using the buzz words but failing to create the needed innovation culture and mindset shift required for a true Agile Transformation. Others still have confined the Agile practice to their IT departments, failing to understand that the required shift must be organization-wide.

This program aims to equip business and IT leaders, executives, managers with the needed mindset, principles, tools, and approaches to jumpstart, lead and enable a true Agile Transformation in their organization. The program will help participants understand the foundational concepts and various methods and approaches to create the needed paradigm shifts in their organization, regardless of their role or level.

PROGRAM OBJECTIVES

- Gain a fundamental understanding of the Agile Mindset, Principles, and Methodology
- Enable a paradigm shift in thinking, planning, and execution towards Customer Centricity and Business Agility
- Learn how the Agile framework and methodologies can be used to accelerate business value through iterations and minimum viable products
- Understand the key roles and responsibilities of Agile Team Members
- Master leading Agile frameworks such as Scrum and Kanban
- Gain insights into the various Agile approaches that teams can adopt to transform their project management and execution
- Understand essential factors needed to implement an Agile Transformation and scale Agile in large organizations

PROGRAM SCHEDULE

May 18, 25, June 1, 8, 15, 2024
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,990.00 or USD 473.00*

*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



Bryan Joseph O. Santiago
Adjunct Faculty
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>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
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KEY BENEFITS

- Develop an Agile and adaptive mindset and shift your focus towards delivering customer value
- Gain an understanding of what your agile teams are doing and what they need to succeed
- Build the skills needed to become a high-performing Agile Practitioner, Product Owner, Scrum Master, or Business Owner with a stake in Agile execution

WHO SHOULD ATTEND

This program is recommended for Business and IT leaders, executives, and managers seeking to jumpstart their organization's Agile and Digital Transformation and seeking to innovate their project management and execution methodologies. Practitioners with little or no background in Agile or other Software Development or Project Management approaches can also benefit:

- Those interested in working within an Agile team include aspiring Product Owners, Scrum Masters, Developers, and others.
- Current Agile team members who want to deepen their understanding of the Agile processes or learn a new framework (Scrum, Kanban, or Scrumban).
- Current non-Agile team members whose organization is making, or is considering, the switch to Agile frameworks
- IT and business leaders charged with adapting and innovating their project methodologies to keep them competitive



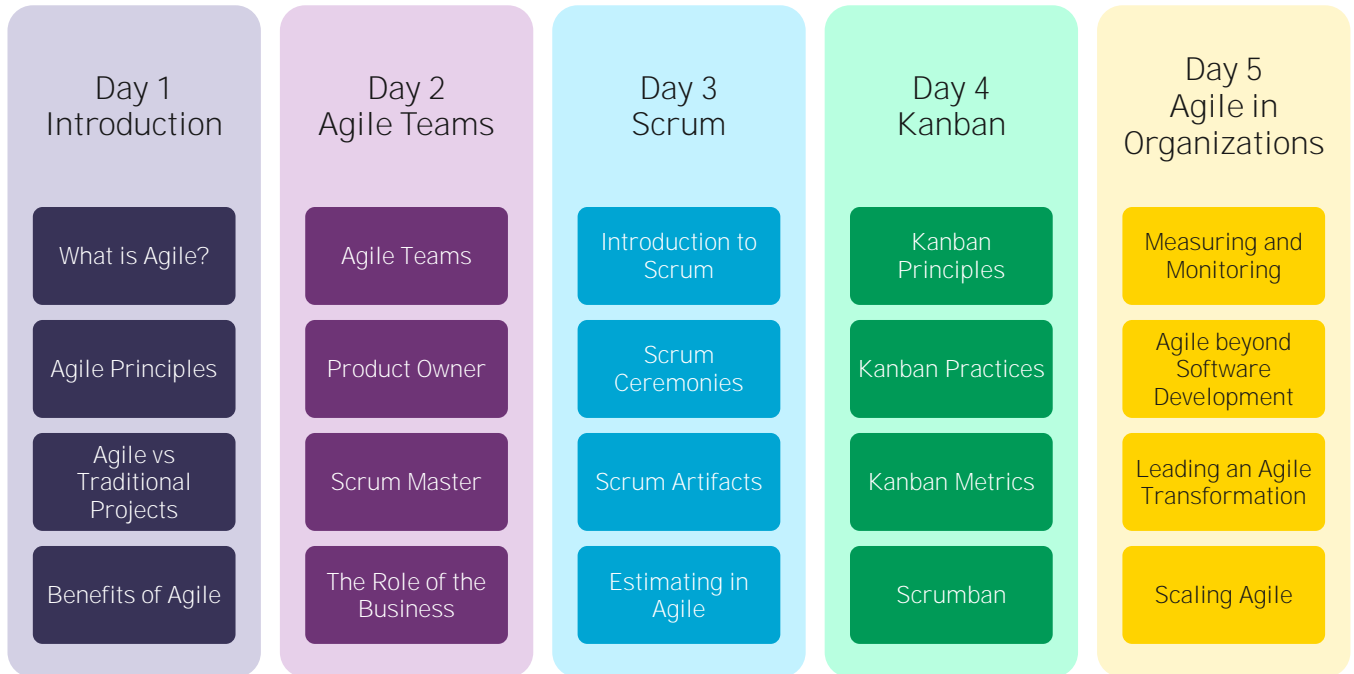
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Learning Content

The 5-half-day program will cover the following topics:



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Your Program Faculty



Bryan Joseph Q. Santiago
Adjunct Faculty
Asian Institute of Management

Bryan Santiago is an Innovation, Agile, and Design Thinking Consultant with over 16 years of experience working with Fortune 500 companies, Non-profit NGOs, and local companies. Most recently, Bryan was the Innovation Officer at the ABS-CBN Corporation and Head of Special Projects at Sky Cable Corporation. Before this, he led the Innovation Consulting Capability at Hewlett-Packard Enterprise.

He is a certified Scaled Agile Framework Agilist and Design Thinking Facilitator. He completed his Bachelor of Science in Management Information Systems at the Ateneo de Manila University.



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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 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:

*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn one (1) unit which can be credited to the following:

- Postgraduate Certificate in Innovation and Management
- Postgraduate Certificate in Information Technology Management

Participants will also earn one (1) unit which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of 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>



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