



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Women Executive Leadership Certificate Program

Advancing Women Leadership to Make Organizations  
Thrive in the 21st Century



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Amid a volatile, uncertain, complex, and ambiguous environment challenging many organizations today, women leaders have proven to be powerful agents of change. They drive the power of diversity, equity, inclusiveness, and gender parity in organizations, often demonstrate a human-centered approach to decision-making, and are increasingly recognized for competencies and skills in critical business areas.

Research has found that having more women in management predicts higher job satisfaction and commitment to the organization — by people of all genders. And while there's no one formula for being an effective leader, there are contextual considerations regarding women in Leadership in organizations – whether in corporate, government, or non-profit organizations. Many organizations have witnessed that having more women in Leadership makes organizations better. And that's why most organizations groom women leaders today, as they already make up half of the talent pipeline.

The rise of women leaders also came with it a duality in roles for the female: The demands of work did not lessen the demands of the home and family. With the flexible work set-up, many women got caught up with juggling both work and family within the home, causing an increase in mental, emotional and physical stress for the woman. Many found themselves actually struggling instead of fully thriving within.

Given these developments and realities, organizations must intentionally invest in developing, retaining, and supporting talented women leaders. And a focused and targeted leadership development program can help women better navigate organizational hurdles and challenges and prepare them for future senior roles.

This Women Executive Leadership Program offers a holistic approach to accelerating the development of women leaders in an organization. It aims to strengthen management capabilities, explore personal strengths and self-clarity, align individual goals with the organization, build a strategic network for success, and create greater work-life harmony.

By participating in the program, you will not only learn how to become a good leader. This opportunity will allow you to reflect on your leadership challenges and develop personal strategies to address them. You will grow your strengths-based leadership skills, deepen your self-awareness to reveal who you are as a leader and discover your unique and authentic leadership style. The program includes extensive sharing of leadership and management frameworks and practices, professional and peer-to-peer coaching, and highly engaging sharing sessions among participants.

This program also contains women coaching sessions with Certified Women Leadership Coaches that will help leaders strengthen their inner compass and define a clearer internal operating system when interacting with others and even herself. Participants are invited to experience more balance within, encouraging women to thrive as they move towards greater self-actualization. In this program, as a woman leader, you can also discover how to reveal your most authentic, effective leadership style for more significant influence and impact.

## PROGRAM FEE

PHP 95,990.00 or USD 1,745.00\*

\*The prevailing exchange rate at the date of payment may apply.

## PROGRAM FACULTY



Maria Angelica B. Lleander  
Coach, Adjunct Faculty and  
Program Director  
Asian Institute of Management



Rezza Custodio-Soriano  
Coach, Adjunct Faculty  
Program Director  
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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>



This is a pioneering program in the Philippines, putting together an Executive Program tailor-fit for women leaders, facilitated by seasoned women faculty, and coached by experienced women leader coaches. A Women CEO Forum celebrating women's month in March 2023 will cap the program to increase networking with successful women leaders further.

### PROGRAM OBJECTIVES

- This executive leadership online program is tailor-fit for women leaders in corporations, government, entrepreneurship, and non-profit organization. It aims to increase women leaders' management and Leadership capabilities toward professional growth.
- Women leaders participating in the program will learn how to build their unique leadership skills and branding through management frameworks, case studies, interactive exercises, and powerful group discussions. They will gain the skills to communicate, negotiate, and lead confidently.
- Women Leaders will gain knowledge of management processes, tools, and frameworks to align functional or business strategies with company priorities and enhance their leadership skills by staying true to their leadership brand.

### WHAT YOU WILL LEARN

- Foundations of Leadership
- Personality, Strengths, Values, and Character
- Situational Leadership
- Agile Leadership
- Emotional Intelligence
- The Leader as a Coach
- Strategic Negotiation
- Building a High-performing Team
- Leading and Managing Change
- Effective communication and Powerful Story Telling
- Diversity, Equity and Inclusion
- Thought Leadership and Personal Branding
- Women Leadership Coaching Workshops and Group Coaching Sessions

### 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. The participants will learn from AIM's world-class faculty and its industry leaders and practitioners network.

#### Enhanced Management Skills and Leadership Capabilities

The program develops top-notch Women Leaders with enhanced leadership capabilities, knowledge of key people and management systems, and critical skills for transforming organizations and leading a diverse and multi-generational team.

#### Enhanced Work-Life Harmony

With professionally guided reflective thinking, processing, sharing, and coaching, women leaders can determine their most authentic, effective leadership style for maximum influence and impact and navigate their everyday leadership context and experiences.



## WHO SHOULD ATTEND

This Women Executive Leadership Program is suitable for women leaders currently occupying leadership positions in corporations, government, SMEs or startups, and non-government organizations who want to experience a holistic approach to accelerating their development as women leaders in the organization. Those who aim to strengthen management capabilities, explore personal strengths and self-clarity, align individual goals with the organization, build a strategic network for success, and create greater work-life harmony. Those who are interested to advance in their career in leadership roles with their desire for self-actualization as a woman leader.

## LEARNING CONTENT

The Women Executive Leadership Certificate Program is a Twenty-Five Half-Day Program and will cover the following topics:

Day 1 Women Leadership	Day 2 Personality, Strengths, Values, and Character	Day 3 The Agile Leader	Day 4 Situational Leadership	Day 5 The Emotionally Intelligent Woman Leader
Day 6 The Emotionally Intelligent Woman Leader	Day 7 Building a Diverse, Equitable and Inclusive Environment	Day 8 Ethics	Day 9 Building a High-Performing Team	Day 10 The Woman Leader as the Coach
Day 11 The Woman Leader as a Coach	Day 12 Excellence in Execution through Project Management	Day 13 Negotiating Win-Win as a Woman Negotiator	Day 14 Negotiating Win-Win as a Woman Negotiator	Day 15 Leading and Managing Change
Day 16 Persuasive Communication and Effective Story Telling	Day 17 Measuring Impact in Organizations	Day 18 Thought Leadership	Day 19 Leadership Branding	



6 Half Days of Women Leadership Coaching Workshops  
and  
Group Action Planning Coaching Sessions

Day 20	Day 21	Day 22	Day 23	Day 24	Day 25
Key Areas of Women's Self-Actualization	Masculine and Feminine Leadership Qualities	Uncovering 3 Hidden Power Blocks for Women	Understanding Lack-Based Frameworks and how to Address	Stepping into Power with New Possibilities	Uncovering New Skills and Capacities for Personal Expansion



## Your Program Faculty



Maria Angelica B. Lleander  
Coach, Adjunct Faculty & Program Director  
Asian Institute of Management

Maria Angelica B. Lleander (Marian) is a leadership and team coach with an Associate Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.



Rezza Custodio-Soriano  
Coach, Adjunct Faculty & Program Director  
Asian Institute of Management

Rezza Custodio-Soriano is the first and only Filipina licensed as a Creatrix® Transformologist® under the Institute of Women International (Australia). She is a Coach, Facilitator and Leader completing her triple certification in Feminine Power under the Institute for Woman-Centered Coaching, Training & Leadership (USA), and a NLP Practitioner certified by the ITA-NLP (London). She has been professionally coaching since 2011, with clients from Australia, London, Malaysia, Singapore, Canada, the US, and the Philippines. Prior to becoming a Coach, she was a Christian Counsellor for 16 years, from 1996-2007. She was also a Marketing Executive in both the telco and pharma industries, as well as a Management Consultant, working with clients such as Globe, PLDT, Metrobank, Nestle, McDonald's, Jollibee, Google among others. The former co-founder and Chief Digital Officer of Cobena Business Analytics & Strategy Inc. (now Demand Science PH), she decided to focus on her purpose and calling as a Coach and Transformologist® during the height of the pandemic.

In the past 10 years or so, she has done many public and private guestings and speaking engagements for companies, schools and organizations, more recently revolving around the themes of Women Empowerment and Personal Leadership. Since July 2020, she has been running a weekly online show called "Better Together", streamed live across the Feast Bay Area Facebook pages. She also has a Bachelor of Science degree in Management from Ateneo de Manila University.



## 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

Participants successfully completing the program earn Postgraduate Certificate in Women Executive Leadership.

Participants will also earn Five (5) units, 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 on 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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