



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Corporate and Strategic Planning

Driving Superior Business Results Through  
Strategy Formulation and Excellence in Execution

Program starts in January 2024



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## OVERVIEW

Businesses of all sizes require Strategic Planning to establish an organizational direction. Effective Strategic Planning is the key to achieving growth and success; however, even great strategies fail when executed poorly. While a well-planned business strategy plays a pivotal role in defining the business direction, which includes long-term goals, action plans, and decision-making processes, its full effect can only be realized through excellent execution.

This program will expound on the processes that bridge the gap between strategy Planning and strategy execution. It will develop business leaders' critical thinking capabilities, broaden their understanding of strategic management, and strengthen their program and project management skills. Reinforced by insights from the program, participants are expected to display improved articulation of financial trends, possess organization-level thinking, and be equipped with the skills and competencies to turn the company's strategy into exceptional results.

## PROGRAM OBJECTIVES

This program aims to:

- Broaden the participants' understanding of strategic management
- Develop business acumen and critical thinking
- Develop capabilities and competence in creating a business execution plan
- Provide practical guides in strengthening the participants' program, portfolio, and project management skills

## WHAT YOU WILL LEARN

- Strategic Management
- Financial Analytics
- Business transformation
- Strategic Project Management

The program will also include two one-on-one coaching sessions for each participant after the program's conclusion. Each coaching session will run for 30 minutes and will be scheduled based on the common availability of the faculty and the participant.

## PROGRAM SCHEDULE

January 23, 25, 30 February 1, 6, 8, 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 30,990.00 or USD 564.00\*

\*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.

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>





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## KEY BENEFITS

Participants are expected to achieve the following benefits:

- Understand the concepts of strategy, goals and execution plan and recognize their difference
- Shift mindset from individual action to organizational-level thinking
- Use critical thinking skills in driving the strategy and transforming the business
- Understand and articulate key financial metrics and trends to team members
- Better decision-making

## WHO SHOULD ATTEND

This program is a must for Middle to Upper-level Managers, Functional Leaders, Sales Coordinators, and Managers from different business units who want to translate the company's strategy into exceptional results.



FOR INQUIRIES:  
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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 Certificate in Leadership and Management
- Postgraduate Certificate in Strategy Management

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

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](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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