



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Critical Thinking and Decision-Making

Evaluate and Solve Day-to-day Business Problems  
Systematically and Methodically

Program starts in March 2024



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## OVERVIEW

With the challenges that many organizations are facing in the new normal, companies have identified critical thinking and decision-making as essential skills that are integral to their long-term success. The most capable leaders can scan and assess the environment, analyze the problem, design a solution, and implement with excellence to win in a competitive market.

Given the volatile environment, individual contributors, supervisors, managers, and entrepreneurs alike need to understand how to evaluate and solve day-to-day business problems systematically and methodically.

A proven methodology for critical thinking and decision-making is used by many successful companies globally today. It emphasizes the step-by-step approach for exploring solutions, successfully solving problems, making good decisions, and identifying risks and opportunities.

As a critical learning outcome of the program, participants will be able to apply the conceptual framework on real-life challenges they face at work.

Critical Thinking and Decision-Making are essential skills required for today's professionals and first line leaders to add value and contribute to the success of the company.

## PROGRAM OBJECTIVES

- Enhance and develop critical thinking and problem-solving skills of participants
- Learn proven methodology in assessing and solving day-to-day business problems
- Apply learning in real-life business issues and challenges

## WHAT YOU WILL LEARN

- Fundamentals of Critical Thinking
- Personal thinking styles and approaches
- Problem solving conceptual framework and methodology
- Brainstorming processes and techniques
- Communication necessary for collaborative critical thinking initiatives
- Application to day-to-day problems and issues

## PROGRAM SCHEDULE

### March 2024

March 21, 22, April 5, 11, 18, 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.

## YOUR PROGRAM FACULTY



Edgar D. Flores  
Adjunct Faculty  
Asian Institute of Management

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>





### KEY BENEFITS

- It reinforces critical thinking and problem-solving abilities of key people in the organization
- It enhances the creativity and innovation efforts of companies to remain competitive and relevant in the market
- Provides a framework to address key pain points of customers
- It encourages and promotes curiosity to explore various options to solve day-to-day business issues and challenges
- Strengthens decision-making skills in the organization

### WHO SHOULD ATTEND

This program is designed for executives, managers, supervisors, and individual contributors who are tasked with making decisions and solving day-to-day problems of the company.





## Your Program Faculty



Edgar D. Flores  
Adjunct Faculty  
Asian Institute of Management

Ed Flores has been a project manager, coach, consultant, trainer, leader, and mentor of continuous improvement for many years in multi-national companies like Mitsumi as production supervisor, Essilor as production and continuous improvement manager, Genpact as AVP in operations, Pfizer as regional Asia Continuous Improvement Director, and Shell as regional Asia Operational Excellence Lead.

A practicing Master Black Belt, Ed is instrumental in deploying continuous improvement programs in Essilor-Optodev manufacturing plants, in Pfizer in all its commercial operations offices located in 13 countries of Asia, and in Shell in its finance operations in Asia region. Apart from being an adjunct professor at AIM, Ed is a trainer/facilitator at the Philippine Institute of Supply Management and the Founder and Managing Consultant of INNOSIGMA Consulting. He completed a BS in Electrical Engineering at FEU and an MBA at the Ateneo Graduate School of Business. He is also an external consultant in Lean Six Sigma at the British Standard Institute.





## 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 Basic Management
- Postgraduate Certificate in Leadership and 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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