



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Business and Financial Turnaround Strategy Planning

Start Building Financial Resilience and Business
Turnaround Plan in Your Organization



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PROGRAM OVERVIEW

Even the most successful businesses have failed at some point in time in their corporate history. A Business Turnaround Strategy is essential as a revival measure for overcoming the problem of severe financial distress for any organization. It involves various approaches to convert a loss-making business into a profitable entity. A systematic investigation of the root causes of business failures and long-term programs is essential to revitalize the organization. Excellence in planning and execution also plays a vital role in turnaround management. The turnaround strategy's success depends on the top-level management's commitment and robust strategic planning.

Successful corporate turnaround success stories include popular companies such as Apple, FedEx, AirBnB, General Motors, Starbucks, and Netflix. They have implemented a business and financial turnaround plan to overcome those business challenges.

A Business Turnaround Strategy refers to the strategic processes needed to restore a current struggling business under financial distress to its former financial health and viability. A business turnaround strategy involves a reversal process to prevent a financially struggling or poorly performing business from insolvency and liquidation by returning it back to profitability, healthy assets and debt levels.

The Business and Financial Turnaround Strategy Planning Program is designed for senior management teams, financial advisers, and management consultants tasked with developing the Business and Financial Turnaround Plan for the company experiencing financial distress. The program will help participants develop a business turnaround plan whose key elements include a strategic business plan, financing plan, restructuring of the company's bank debt, and, if necessary, the capital raising program needed to turn around the business.

PROGRAM OBJECTIVES

- Develop an integrated (inter-department) recovery program that includes: the strategic business plan, the operations plan, and the financing plan.
- Understand the viewpoints of the various stakeholders in the recovery of your business.
- Apply management tools to analyze the business environment, plan and organize limited resources to manage the business, and possibly raise fund from alternative sources.
- Monitor, track and calibrate progress of the business recovery plan over the course of the restructuring program.
- Participants will also learn to take an active role in the recovery of their business which requires a comprehensive program with a workable debt restructuring plan.



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

PROGRAM SCHEDULE

LIVE ONLINE

- August 18, 20, 22, 27, 29 2025
- September 1, 2025
(8:30am to 12:00pm)
(GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 30,000.00 or USD 540.00*

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

PROGRAM FACULTY



Jose Luis G. Santillan

Program Director
Asian Institute of Management

To find out how you can participate,
contact us at SEELL@aim.edu or
visit <https://go.aim.edu/seellinquiries>



WHAT YOU WILL LEARN

“Stop the Bleeding”

- Quick assessment of the situation
- Prioritize the immediate items the need to be addressed
- Conduct crisis management with your stakeholders
- Preserve your available resources
- Bring on board outside experts you may need
- Begin brainstorming strategies that will turnaround the situation

Making the Plan (Part 1)

- The “Nothing to see here, this is just a hiccup!” plan vs. “We need to change!” plan
- Review the current business model of the Company, identify areas that are contributing to the current “crisis”.
- Rethink your business model.
- Plan accordingly

Making the Plan (Part 2)

- The Financial Model – a key analytical tool
- Building Up Your Revenues
- Accounting for all Expenses
- What is the resulting Cash Generation

Making the Plan (Part 3)

- Key considerations when formulating the financing plan
- Stress testing your financial plan

Presenting the Plan (Managing the Pain)

- Remember your stakeholders. What are their pain points?
- Negotiating the Plan.
- Monitor progress of the Plan.

Workshop

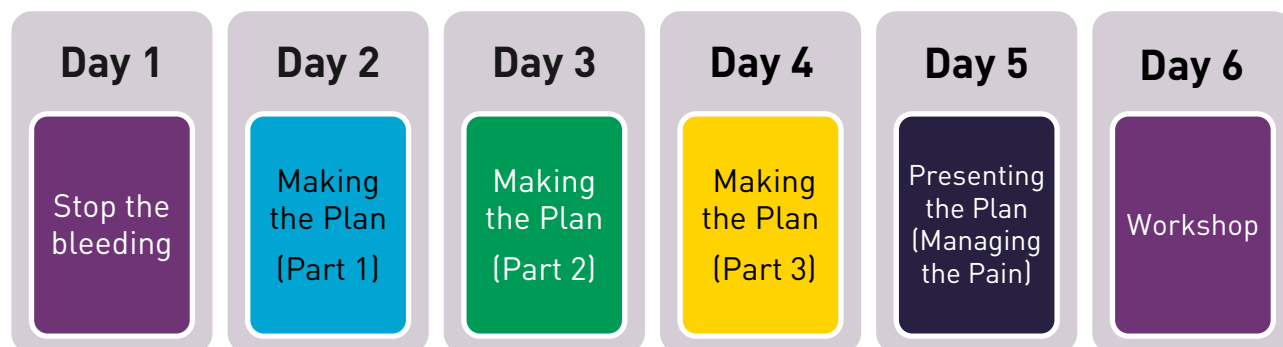
- Use the tools to create your own strategic turnaround plan and present said plan.



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Learning Content



KEY BENEFITS

Participants should be able to build the foundations for a turnaround plan and avoid a second debt restructuring down the line.

WHO SHOULD ATTEND

This program will benefit CEOs, CFOs and other members of senior management. Senior finance managers will find the tools most useful as they are the likely heaviest users of the tools taught during the program.

Your Program Faculty



Jose Luis G. Santillan

Adjunct Faculty

Asian Institute of Management

Joel Santillan has been working in finance for around 30 years. Over the years, he has been a financial analyst, an investment banker, a financial advisor, and a finance executive for some of local business conglomerates. In the aftermath of the Asian Financial Crisis of late 1990's, he worked as a lead associate in Buenaventura Echauz and Partners where he worked on several debt restructuring deals in Telecom, Retail Trade, Cable TV, Property Development, etc. After serving as a financial advisor, he began work as a member of the corporate finance team of local business conglomerates. He is now a freelance consultant whose mission is to provide Filipino businesses and NGO's the strategic thinking needed to level up and access capital markets. He is a graduate of the University of the Philippines (Diliman) with a BS Degree in Economics. He also has a Post-Graduate Certificate in Leadership from the Asian Institute of Management.

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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 Financial 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 on 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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