



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Executive Assistant Development Program

Become a Topnotch Administrative Professional to Contribute
and Add Value to the Organization



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PROGRAM OVERVIEW

High-performing executives in the Volatile, Uncertain, Complex, and Ambiguous environment recognize the reality that a critical component to the success of any company is anchored on management's ability to get more done in the day-to-day operations and strategy implementation. Administrative nightmares are some of the things that keep many executives awake at night. These issues include not having a strong business process flow that can be communicated and aligned across the company and having a workforce that is disconnected from the company due to that lack of alignment, making them indifferent about the company's priorities or, worse, highly demotivated.

With the increasing demands of day-to-day involvement, the engagement of the executives with the rest of the team is crucial to producing the expected business outcome for the organization. Hence, their productivity and effectiveness are hinged highly on how their work meetings, strategic priorities, and functional deliverables are structured efficiently.

This organizational challenge is where the Executive Assistant (EA) or Department Secretary can add value to the Executives they are supporting. The role involves performing not only primary office duties such as managing schedules and calendars, coordinating travel plans and itineraries, and attending meetings and taking minutes, but also project management of critical priorities for the executives, excellence in execution, overseeing the office or department budgets, managing correspondences and writing reports, and developing programs to improve the productivity of the office and interactions between departments and demonstrating leadership in areas where they can add value to the company.

A topnotch EA works with the organization's leaders to proactively look for ways to improve the organization's processes, systems, procedures, and colleague interactions. This is because they see the day-to-day details and complexities of the organizational priorities, which makes them uniquely equipped to know where the pain points are—and, more importantly—where there are opportunities for improvement. These topnotch EAs add value by freeing up large blocks of unproductive time for the team they are supporting. They can traffic work across the office and different departments to eliminate most of the immediate distractions that pull the executives away from more strategic work.

Experienced EAs may even have the opportunity to be the source of institutional memory about stakeholders, business partners, and organization challenges that will be helpful for new leaders to step into their roles. Not only do these management practices and best practices save vast amounts of time, but they also inherently make the life of busy executives easy and productive.

PROGRAM SCHEDULE

LIVE ONLINE

- August 15, 18, 20, 22 27, 29, 2025
 - September 1, 3 2025
- (1:30PM-5:00PM)
(GMT+08) On all dates**

FACE-TO-FACE ON CAMPUS

September 5, 2025
(8:30 AM-5:00 PM)

PROGRAM FEE

PHP 45,990.00 or USD 836.00*

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

YOUR PROGRAM FACULTY



Maria Angelica B. Lleander
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>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
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PROGRAM OBJECTIVES

At the end of the Program, participants will

- Establish appreciation of a topnotch Executive assistant's different roles in process improvement, team communication and engagement, project management, and customer service.
- Gain knowledge and understanding of various concepts and frameworks necessary to think critically, communicate effectively and manage work priorities efficiently.
- Learn best practices in addressing everyday challenges and hurdles from co-participants in the same role.

WHAT YOU WILL LEARN

- Stages of Contribution and The Role and Qualities of a Topnotch Executive Assistant
- Emotional Intelligence and Interpersonal Skills
- Effective Communication and Presentation
- Planning, Work Organization, and Time Management
- Critical Thinking and Problem Solving
- Continuous Process Improvement
- Introduction to Project Management
- Excellent Customer Orientation
- Leadership Development Training and Workshop

The program will be capped by program graduation, oath-taking as AIM alumni, and Secretary's Week Celebration.

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, industry leaders, and practitioners network.

Enhanced Management Skills and Leadership Capabilities

The program develops topnotch Administrative Professionals with enhanced leadership capabilities, critical thinking, process improvement, stakeholder management, communication, knowledge of key people and management systems, and critical skills for transforming organizations and leading a diverse and multi-generational team.



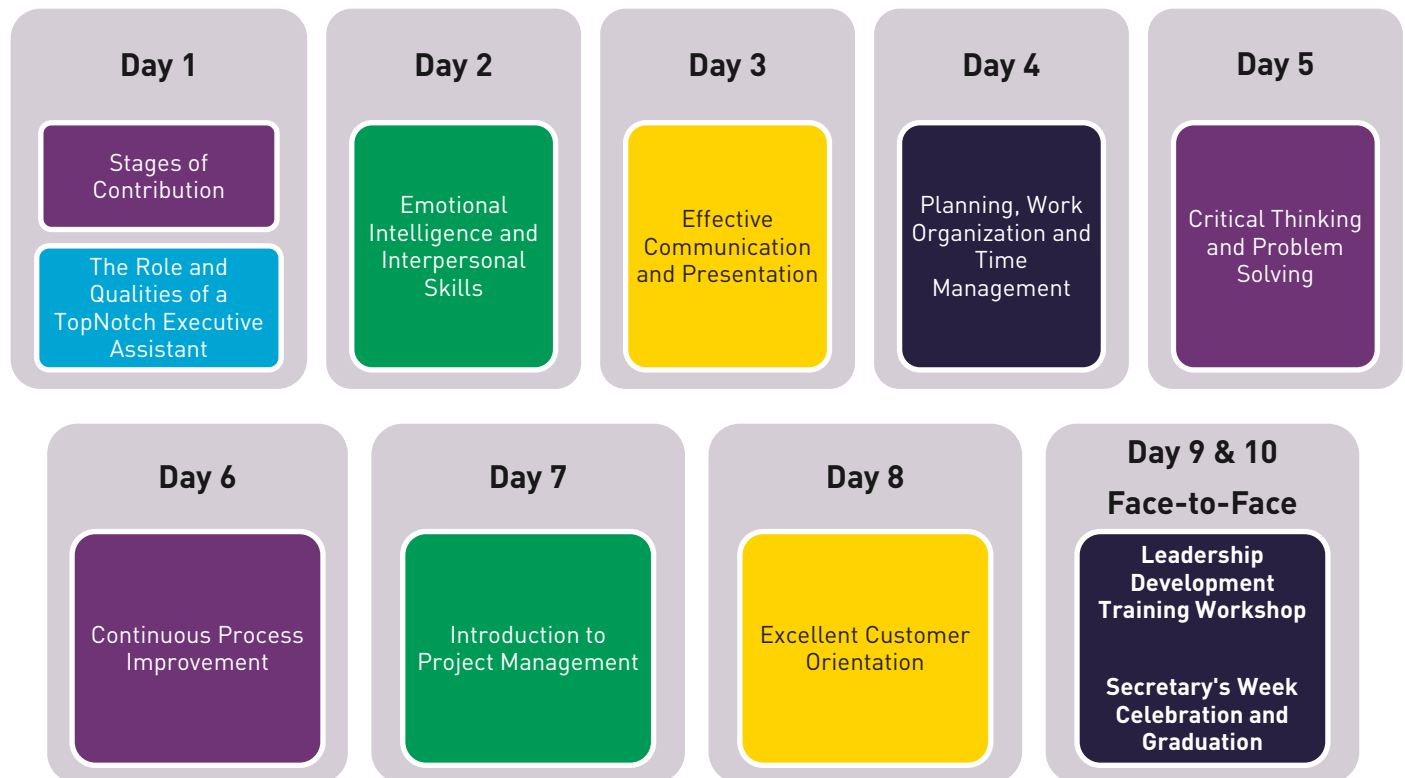
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Learning Content

The 10 half-day program will cover the following topics:



WHO SHOULD ATTEND

The program is recommended for executive assistants, administrative assistants, department secretaries, and those who would like to pursue professional administrative assistant roles in the future. The program will benefit those who want to be more effective in their critical thinking, communication, work organization, project management, networking, and stakeholder management and develop leadership skills for future growth in the organization.



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Your Program Faculty



Maria Angelica B. Lleander

Adjunct Faculty

Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with a Professional 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.



Alberto G. Mateo, Jr.

Clinical Professor

Head, School of Executive Education and Lifelong Learning

Asian Institute of Management

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Czarina Teves

Adjunct Faculty

Asian Institute of Management

Coach Ina Teves is an OD consultant, executive and team coach, and facilitator. Over the last 28 years, she has led consulting teams in the public and private sectors to help organizations identify, develop, and align organizational strategy, culture, leadership, and teams. She is a resource person on leading change, leading teams, systems thinking, coaching, assertive communication, and EQ. She is a certified Marshall Goldsmith Stakeholder Centered Coach, a Certified Action Learning Coach (World Institute for Action Learning), and a Certified Jungian Coach. On other days she is a long-distance runner, paracord bracelet weaver, and ICF Philippines Board Member.

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**Maria Eulalia M. Herrera**

Adjunct Faculty
Asian Institute of Management

Maria Eulalia M. Herrera is an Adjunct Faculty at the Institute. She holds a Master of Arts in Learning Disabilities from Northwestern University, USA. She also has a Bachelor of Arts in Behavioral Science from De La Salle University Philippines. Her expertise lies in Human Capital Management. She was previously the Human Resources Manager at San Miguel Corporation and was formerly the Senior Vice President for Human Resources at Citigroup.

**Edgar D. Flores**

Adjunct Faculty
Asian Institute of Management

Ed Flores is a project manager, coach, consultant, trainer, leader and mentor of continuous improvement for many years in multi-national companies like in Mitsumi, Essilor, Pfizer and Shell with project experiences across various industries and functions like in manufacturing, BPO, pharmaceutical, finance, sales, marketing, operations, logistics, HR, IT and procurement.

A practicing Master Black Belt, Ed is instrumental in the deployment of continuous improvement program 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 also in Asia region. Apart from being an adjunct professor at AIM, Ed is also a Lean Trainer at the Philippine Institute of Supply Management, and the Founder Managing Consultant of INNOSIGMA Consulting. He is also an external consultant in Lean Six Sigma at the British Standard Institute.

**Ramon Carlos C. Castro**

Adjunct Faculty
Asian Institute of Management

Mondo Castro has 27 years of experience in Media, Training, Corporate Management, Human Resources and Organizational Development. He was also the Global Director of Training for a Canadian company called Sales for Life and now has the same function for another Canadian company called TeamRevenue.

He trains people all over the world from companies like Microsoft, Thermo Fisher, Thomson Reuters, SOLIDWORKS, Refinitiv, UserZoom, TrackTik, Hu-Friedy, Cantel Celestica, and Intel France. He was adjudged 2017's "Highest Rated Speaker" for in-House training and "Second Highest Rated Speaker" for public workshops & seminars by Salt & Light Ventures.

He has Masters in Business Administration degrees from the Ateneo Graduate School of Business & the Regis University in Colorado.

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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 **Two (2) units** which can be credited to the following:

- Postgraduate Certificate in Leadership and Management

Participants will also earn **one (2) 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 Post-Graduate 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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