



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Persuasive and Strategic Communications for Business Leaders

Make Your Personal and Business Communications  
Clear, Direct, and Intentional



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### PROGRAM OVERVIEW

Great communicators are not born, they are made. Training, practice, and preparation are what make great communicators compelling. In this program, participating leaders will learn essential tips and techniques, as well as receive practical guidance, as they make their business and personal communications clear, direct, and intentional. They will take charge of their individual key differentiators and apply them across various communication touchpoints, such as writing, speaking, and presenting.

### PROGRAM OBJECTIVES

- Develop the participants' self-awareness and learn how to communicate the same through a 'Personal Brand Statement'
- Develop a broad toolkit of communications techniques.
- Understand the application of specific methods and leverage the same.
- Learn the subtle principles of 'listening' and 'non-verbal communications.'
- Gain confidence in speaking, presenting, and pitching.

### WHAT YOU WILL LEARN

#### Day 1: Knowing Your Personal Brand

Communicating your key differentiators and brand story is the foundation to a solid career. People first invest in YOU before they buy into your communication touchpoints. Understanding the process that helps connect the dots between your values and passions and then be authentically seen, heard, and sought at work and beyond.

#### Day 2: Effective Writing

Techniques and tips to write in ways that drive change. Hands-on exercises that kickstart the writing process. Proven methods from business consulting that ensure clarity in content.

#### Day 3: Communicating with Emotional Intelligence

By enabling you to communicate clearly, emotional intelligence boosts your assertiveness. You may articulate your ideas accurately and with confidence by being conscious of your emotions and exercising restraint. You will become more assertive and confident as a result, without sounding pushy or hostile.

#### Days 4 & 5: Speaking + Presenting.

Speaking and Presenting are learned skills and these 2 sessions will focus on applicable and tested techniques that will help structure and deliver a memorable speech. Participants will push themselves out of their comfort zones as they put to practice these techniques.

### PROGRAM SCHEDULE

#### LIVE ONLINE

July 14, 16, 18, 21, 23, 2025  
(8:30 AM-12:00PM)  
(GMT+08) On all dates

#### PROGRAM FEE

PHP 25,990.00 or USD 467.82\*

\*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>



#### 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](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



## KEY BENEFITS

At the end of the course, participants will know:

- How to be remembered
- How to effectively persuade through speech and the written word
- How to leverage body language and harness 'presence'
- How to present and pitch ideas through compelling stories
- How your personal brand works in tandem with your communications could result in a unique overall business experience.

## WHO SHOULD ATTEND

This program is designed and curated for advancing professionals across industries who seek to hone their business presentation, writing, speaking, and listening skills.

Along with offering a keen understanding of their Personal Brand, this course is a must for all types of business leaders in any organization who wish to be seen, heard, and sought across all platforms.

## PROGRAM LEARNING CONTENT

The Persuasive and Strategic Communications for Business Leaders is broken down into five half-days.



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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 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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