



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Corporate and Strategic Planning

Driving Superior Business Results Through
Strategy Formulation and Excellence in Execution



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PROGRAM 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.

KEY BENEFITS

Participants are expected to achieve the following benefits:



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

June 17, 19, 24, 26, 2025
July 1, 3, 2025
(1:30 PM-5:00 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 in availing of early bird/group discount or discussing payment terms.

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



- 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.

Your Program Faculty



IVY ROSE D. SAMSON

Adjunct Faculty
Asian Institute of Management

Ivy Samson is a human resource professional with solid experience in the facets of human resource management, particularly in organizational change management and transformation, talent management, leadership development.

As a learning professional, Ivy serves as an adjunct faculty at the Asian Institute of Management, School of Executive Education and Lifelong Learning. Concurrently, she is a Senior Management Consultant of Prosults Consulting LLP, Singapore, and an independent management consultant to business organizations in several industries. Ivy also acts as an executive coach and advisor, facilitator, and resource speaker to companies and other learning publics.

A graduate of BS in Psychology at Colegio de San Juan de Letran. She took up her MBA from Ateneo Graduate School of Business; and earned her degree in Doctor of Philosophy in Educational Leadership and Management at De La Salle University, Manila.



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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 or visit our website at <https://executiveeducation.aim.edu>



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