



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Critical Thinking and Decision-Making

Enhance Your Reasoning and Make Smarter Choices



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PROGRAM OVERVIEW

In today's fast-changing and competitive environment, critical thinking and effective decision-making have become indispensable leadership capabilities. As organizations face increasing complexity, professionals must be equipped with the tools to evaluate issues, solve problems, and make sound decisions that drive business success.

This program is designed to build a critical thinking mindset, and a structured approach needed to address challenges systematically. Participants will explore proven frameworks used by leading organizations worldwide, learning how to assess their environment, analyze problems, design solutions, and implement them effectively.

Through practical application and guided discussions, participants will gain the confidence to apply these tools to real-world scenarios in their workplace. Whether managing teams, contributing to key projects, or running a business, professionals will emerge with sharper judgment, stronger problem-solving skills, and a more strategic perspective.

PROGRAM OBJECTIVES

1. Strengthen their critical thinking and problem-solving capabilities.
2. Apply a structured methodology for analyzing and resolving day-to-day business challenges.
3. Confidently apply their learning to real-life organizational issues.

PROGRAM LEARNING CONTENT

Day 1	Fundamentals of Critical Thinking
Day 2	Personal thinking styles and approaches
Day 3	Problem solving conceptual framework and methodology
Day 4	Brainstorming processes and techniques
Day 5	Communication necessary for collaborative critical thinking initiatives
Day 6	Application to day-to-day problems and issues



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

September 23, 25, 29, 2025
October 1, and 3, 2025
(8:30 AM-12:00PM)
(GMT +08) On all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000 or USD 450*

*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 or
visit <https://go.aim.edu/seellinquiries>



KEY BENEFITS

High-Impact Learning with Expert Faculty – Strengthen critical thinking and problem-solving abilities through interactive sessions led by industry experts, designed to address today's complex business challenges.

Proven Methodologies for Strategic Decision-Making – Learn creative thinking frameworks and innovation techniques that drive effective decisions, helping your organization remain competitive and stay relevant.

Real-World Application Through Practical Frameworks – Apply structured approaches to solve customer pain points and tackle everyday business issues with confidence, curiosity, and clarity.

WHO SHOULD ATTEND

This program is ideal for executives, managers, supervisors, and individual contributors across industries who are responsible for making decisions and solving business challenges. It is designed for professionals seeking to strengthen their critical thinking skills, enhance problem-solving capabilities, and drive effective outcomes in their roles.

Your Program Faculty



Edgar D. Flores

Adjunct Faculty
Asian Institute of Management

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

A practicing Master Black Belt, Ed has been instrumental in the deployment of continuous improvement programs in ESSILOR-OPTODEV manufacturing plants, in Pfizer's commercial operations offices located in 13 countries across Asia, and in Shell's finance operations in the Asian region. Apart from being an adjunct professor at the Asian Institute of Management, Ed is also a Lean Trainer at the Philippine Institute of Supply Management and the Founding Managing Consultant of INNOSIGMA Consulting. He is also an external consultant in Lean Six Sigma at the British Standards Institution.



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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 Strategy Management and Business Leadership.

**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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