



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# The Eloquent Leader

Inspire Through Clear, Confident Communication



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## PROGRAM OVERVIEW

In today's fast-paced and interconnected world, powerful communication is a must-have leadership skill. *The Eloquent Leader* is designed for senior executives who want to speak with clarity, conviction, and impact—whether in boardrooms, Town Halls, media engagements, or high-stakes business events.

This highly interactive program helps leaders embrace authenticity, build confidence, and craft meaningful messages that resonate with diverse audiences. Participants will master techniques in storytelling, speechwriting, audience engagement, and persuasive delivery.

Through hands-on sessions, expert coaching, and the signature *CEO Talks Forum*, executives will sharpen their presence and elevate their influence—transforming the way they lead through communication.

## PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

1. Strengthen their executive presence through powerful and authentic communication.
2. Build the confidence needed to speak effectively in high-stakes environments.
3. Master the art of storytelling and content creation to deliver messages with impact.
4. Learn to connect meaningfully with diverse audiences across various business settings.

## PROGRAM SCHEDULE

### LIVE ONLINE

September 19, 22, 24, 26, 2025;  
CEO Talks: September 29, 2025  
(8:30 AM-12:00PM)  
(GMT +08) On all dates

### FACE-TO-FACE | On-campus

September 17, 2025  
(1:30PM-5:00PM)

## PROGRAM FORMAT

Hybrid

## PROGRAM FEE

PHP 25,000 or USD 450\*

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

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

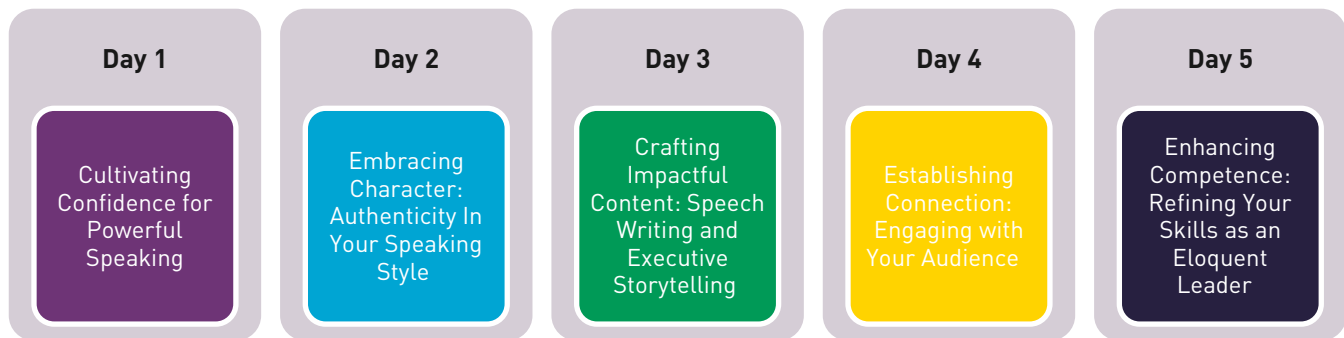


## FOR INQUIRIES:

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)



## PROGRAM LEARNING CONTENT



## KEY BENEFITS

**High-Impact Learning with Expert Faculty** – Gain confidence in public speaking through interactive sessions led by communication coaches and seasoned professionals.

**Authentic Leadership Communication** – Learn to speak with sincerity and clarity, craft compelling messages and stories that resonate with your audience.

**Real-World Practice and Feedback** – Refine your communication skills in a supportive environment and deliver a powerful message during the “CEO Talks” final presentation.

## WHO SHOULD ATTEND

This program is designed for business owners, public servants, corporate communicators, and C-Suite leaders, including CEOs, COOs, CFOs, CMOs, department heads, senior managers, and other high-level executives who want to improve their communication skills, particularly in the context of presenting their vision and message during various corporate, social, and public events.



## 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 People 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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