



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Innovating Policy Making for Effective Behavioral Change

Bringing innovation into policy making  
to increase impact output



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## PROGRAM OVERVIEW

The course is designed to provide an understanding of the intersection of innovation and policymaking. It will explore how innovation has influenced the development of policies and how technology can be harnessed to support policy-making processes. The course will also focus on how policies can be developed to promote innovation and support technological advancements.

Given the dynamism of policymaking and the need for policymakers to keep up with the changes, there is a need to continuously evolve the policymaking process, including data gathering, assessments, consultations, behavioral changes, and measuring of key performance indices that can help ensure effectiveness of policy measures.

Participants will be exposed to policymaking principles as utilized in the private and public spheres, how innovation can be used as a tool to improve the policymaking process, and what the future holds for policymakers.

Through a combination of interactive sessions, case studies, group discussions, and lectures from subject matter experts, the Course aims to create new generations of policymakers that can create more effective policies that will shape the behavior of the future.

## PROGRAM OBJECTIVES

By the end of the course, students will be able to

1. Understand the role of innovation in policymaking and redesign the process by which policies are crafted, implemented, and monitored;
2. Analyze how technology can support the policymaking processes and integrate the same;
3. Identify the challenges in policymaking in the age of rapid technological advancements and assess challenges using innovation and design thinking frameworks to create impactful solutions; and
4. Develop skills in designing policies that promote innovation and support the use of emerging technologies in policymaking.

## PROGRAM SCHEDULE

### LIVE ONLINE

September 22, 24, 26, 29, 2025  
October 1, 2025  
5:30 PM to 9:00 PM  
(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.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

## YOUR PROGRAM FACULTY



**Atty. Jocel Isidro S. Dilag**  
Adjunct Faculty  
Asian Institute of Management

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:

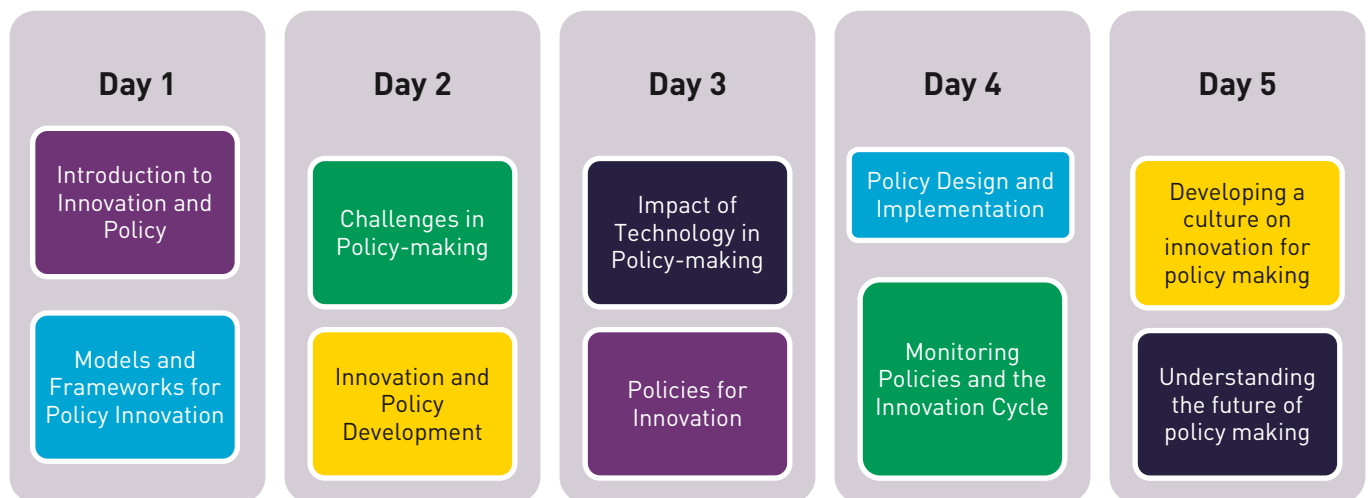
School of Executive Education and Lifelong Learning, Asian Institute of Management  
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123 Paseo de Roxas, Makati City Philippines 1229  
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## WHAT YOU WILL LEARN

- Policymaking and Innovation Frameworks
- Challenges in Policymaking in Industry 4.0
- Policymaking in the workplace, community, and in specialized spaces
- Emerging technologies in policymaking

## PROGRAM LEARNING CONTENT



## KEY BENEFITS

1. Learn from a set of interdisciplinary subject matter experts and who have first-hand experiences in innovation, policymaking, legal technology, and the legal profession
2. Participants will be able to identify how they can integrate innovation frameworks in developing, implementing, and monitoring policies
3. Develop skills in utilizing emerging technologies in policymaking
4. Build a network of like-minded legal professionals that share the same passion for innovation, law, and policymaking

## WHO SHOULD ATTEND

- Primary Market: Lawyers / Legal Professionals, Policymakers, human resource managers.
- Secondary market: Individuals providing support to legal professionals in different settings, government employees providing legal and allied services, political consultants.



### FOR INQUIRIES:

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## PROGRAM FACULTY



### **Atty. Jocel Isidro S. Dilag**

Adjunct Faculty  
Asian Institute of Management

Atty. Jocel Isidro S. Dilag is a lawyer-innovator who acts as a strategic advisor and enabler for startups, progressive businesses, especially manufacturer-exporters from the creative industry for more than a decade. His professional involvements include leading the tax and tech practice of Leflegis, an organization he co-founded with lawyers dedicated to upholding the fundamental principles of democracy, continuously disrupting the legal landscape by innovating the way legal services are delivered while maintaining the integrity of the practice's principles.

He is also a co-founder of Bughaw Creative Collective - a startup making waves in the creative industry by becoming go-to strategic partner of Filipino Creative Enterprises for their development, expansion, and sustainability through data driven, tech-enabled, and innovative business solutions. Bughaw also houses its own research institute, BRIDGE CREATIVES, that is trailblazing the utilization of data science, through market research and analysis, made by Filipinos, for Filipinos.

Atty. Dilag is also a Senior Lecturer at the UP College of Law, teaching commercial, property, tax, and international law; a Business Legal Mentor for several startup incubators, and an expert facilitator of corporate trainings, seminars, and interactive workshops both here and abroad. He is proactive in policy making, initiating dialogues with government institutions, private associations, and business owners, crafting strategies that contribute to the grand goal of uplifting the lives of Filipinos through a fair and just economic playing field.

He credits the foundation of his momentum to the University of the Philippines where he obtained his Juris Doctor degree and his Bachelor of Science in Business Administration degree, where he graduated with latin honors (as cum laude). It was at the University where he started his passion for finance, tax, and emerging technologies. He then furthered his expertise at the Asian Institute of Management (AIM), under the Master of Science in Innovation and Business program, where he graduated as valedictorian, and a recipient of the Highest Distinction Honors. As an international educational institution, AIM served as his sandbox, enabling him to develop and test his newfound frameworks for business assessment, risk management, and strategy design made for the 4th Industrial Revolution.

#### **FOR INQUIRIES:**

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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 Legal Innovation 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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