



TRACER WORLD
YOUR SUCCESS PARTNER

Management Development Program

Join the league of transformative leaders



Overview

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, organizations face rapid technological disruption and transformational change. To succeed, leaders must accelerate business agility and adopt new leadership capabilities that drive breakthrough organizational performance.

The Management Development Program is an intensive, accelerated leadership journey designed for executives and leaders who navigate constant change. Often described as a full-360, non-degree mini-MBA, this program cultivates self-awareness, personal mastery, and transformative leadership skills essential for leading and inspiring a hyper-connected workforce.

Participants will be challenged to enhance their mental toughness, sharpen management rhythms, expand big-picture thinking, deepen insightful learning, and foster collaborative leadership to thrive in today's dynamic business landscape.

Objectives

At the end of the program, the participant should be able to:

- Build functional and business expertise to take on broader management and leadership roles with confidence.
 - Enhance cross-functional skills, learning agility, and global management capabilities to navigate and thrive in a VUCA environment.
 - Strengthen critical thinking and leadership abilities to develop innovative solutions, drive organizational renewal, and lead strategic transformation.
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What Will You Learn

- Principles of Public Service Ethics
- Individual Approaches to Integrity and Decision-Making
- Institutional Ethics and Compliance Frameworks
- Ethical Leadership in Cross-Sector Collaborations
- Governance Networks, Cybersecurity, and Emerging Technologies

Who Should Attend

- Leading in a VUCA world and disruptive innovations
 - Metacognition: Systems Thinking, Critical Thinking, Design Thinking
 - Customer Insights Marketing
 - Service Excellence and Operations Management
 - Strategic Management and Business Model Canvas
 - Language of Business and Financial Management
 - Strategic Negotiations and Alliances
 - Leadership, Coaching, and Management of Change
 - Self-Awareness and Personal Mastery
 - Leadership Agility: The Road to CEO
 - Business Management Simulation
 - Executive Coaching: Environmental Analysis
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Program Learning Content

Day 1

Futures Thinking

Day 2

Futures Thinking

Day 3

Systems Thinking

Day 4

Systems Thinking

Day 5

Systems Thinking

Day 6

Systems Thinking

Day 7

Introduction to Business
Strategy Game (BSG)

Day 8

Design Thinking
First one-on-one coaching
session

Day 9

Design Thinking

Day 10

Environmental Analysis

Day 11

Environmental Analysis

Day 12

Human Capital Management

Day 13

Human Capital
Management

Day 14

Coaching for Leaders

Day 15

Coaching for Leaders



Day 16

Business Model
Innovation

Day 17

Business Model
Innovation

Day 18

Introduction to
Strategic Negotiations

Day 19

Introduction to
Strategic Negotiations

Day 20

Financial
Management

Day 21

Financial
Management

Day 22

Financial
Management

Day 23

Marketing
Management

Day 24

Marketing
Management

Day 25

Marketing
Management

Day 26

Strategy Formulation and
Innovation Implementation

Day 27

Strategy Formulation and
Innovation Implementation

Day 28

Strategy Formulation and
Innovation Implementation

Day 29

Excellence in Execution
BSG Mentoring Session
(per team)

Day 30

Operations
Management



Day 31

Operations
Management

Day 32

Leading and
Managing Change

Day 33

Leading and
Managing Change

Day 34

Corporate
Sustainability

Day 35

Corporate
Sustainability

Day 36

Data Visualization
and Storytelling

Day 37

Data Visualization
and Storytelling

Day 38

Self-Mastery &
Emotional Intelligence

Day 39

Situational Leadership

Second one-on-one
coaching session

Day 40

Authentic Leadership

Day 41

Leadership Branding

Day 42

BSG Presentation





Program Faculty

Alberto G. Mateo Jr.

School Head
School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.

PROGRAM FEE

USD 3,950

Interested in early bird or group discounts?

Group enrollments offer:

Get 5% off the program fee for group of 3 to 6 pax
and 10% for group of 7 pax and above

PROGRAM DELIVERY

This program is delivered through a HYBRID format.

PROGRAM SCHEDULE

For program dates, please contact Tracer World at tracerworldinquiry@aim.edu

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-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

Alumni Status will be granted upon completion of the program.

Upon completion of the program, the participant will earn eight (8) units, which can be credited to the following:

- Postgraduate Certificate in Management Development
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

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://aim.edu/executive-education/>

