



ASIAN  
INSTITUTE OF  
MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING



EXECUTIVE  
EDUCATION  
2025 RANKING

# Chief of Staff Leadership Development

A Comprehensive Management and Leadership Training Program  
Tailor-Fit for the Current and Aspiring Chief of Staff in the Organization



## PROGRAM OVERVIEW

The actions and decisions of executives greatly impact the organization's success, workplace and stakeholder engagement levels, and customer value and satisfaction delivery to constituents. To be operationally effective and efficient, organizations have created the Chief of Staff role which supports executives in managing and monitoring the organization's strategic and day-to-day activities.

In the past years, the Chief of Staff's role has been evolving into a critical and necessary role in many executive offices. Examples of such executive roles may include the Chief of Staff roles in various offices of the Philippine Senate, Congress, Local Government, Executive and Judicial Departments, and other branches of government. The role is also increasingly being seen in the offices of private organizations' CEOs and executives. Acting as the point of contact and gatekeeper between top management and other stakeholders, the Chief of Staff guides and oversees the planning and execution of major strategic initiatives essential to the organization's success.

The leadership development of the Chief of Staff is crucial, given growing responsibilities in various areas such as planning, organizing, coordinating, managing critical projects and issues, and facilitating necessary information that will support effective executive decision-making. At its core, a Chief of Staff is responsible for:

- Serving as a strategic advisor and counsel to the executive leader
- Assuming day-to-day responsibilities for strategic projects and administrative tasks
- Creating and maintaining cross-departmental relationships, enabling leadership success
- Managing and coordinating various critical functions of the executive office
- Building effective networks, interacting and negotiating with key stakeholders

This program will develop the Chief of Staff's management and leadership skills necessary to create the environment that allows the organization's leaders to plan, organize, lead, and control the various functions in their department and area of responsibility. Participants will develop their ability to provide strategic value to executives and key leaders of the organization.



**FOR INQUIRIES:**

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## PROGRAM OBJECTIVES

This program will develop the Chief of Staff's management and leadership skills necessary to create the environment that allows the organization's leaders to plan, organize, lead, and control the various functions in their department and area of responsibility. Participants will develop their ability to provide strategic value to executives and key leaders of the organization.

- Develop management and leadership skills of the Chief of Staff
- Develop self-mastery and emotional intelligence
- Understand the Foundations of Management framework
- Appreciate the basic levels of management and leadership
- Understand the different principles and processes involved in planning, organizing, leading, and controlling functions in managing a team
- Learn the emerging roles and expectations from a Chief of Staff
- Develop management skills important for communication, networking, negotiating, coaching, and critical problem-solving functions.
- Strengthen leadership and decision-making capabilities of the Chief of Staff

## KEY BENEFITS

The 12 half-days will cover the following topics:

- Transition to Leadership/The role of the Chief of Staff
- Emotional Intelligence
- Communication and Influence
- Planning and Strategic Prioritization
- Critical Thinking and Problem Solving
- Project Management
- Excellence in Execution
- Strategic Negotiation
- Networking and Stakeholder Management
- Coaching for Leaders
- Executive Presence and Personal Branding



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## KEY BENEFITS

- Strengthens the effectiveness and strategic value of the Chief of Staff role in the organization.
- Prepares and develops current and aspiring chiefs of staff in the organization
- Enhances the leadership competencies and management skills of participants
- Provides a framework to understand and apply the planning, organizing, leading, and controlling functions of management in actual work settings

## WHO SHOULD ATTEND

This program is a must for current and aspiring Chiefs of Staff and administrative executives both from the public and private sectors. Examples of such executive positions may include the Chief of Staff roles in the Philippine Senate, Congress, Local Government, Executive Departments, Judiciary, and other branches of the government.

This program is also recommended for senior administrative and similar Chief of Staff roles supporting the top management executives of local, multinational, and non-profit organizations, as well as professionals who want to establish a career as Chief-of-Staff in their organization.



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## WHAT WILL YOU LEARN

### Day 1

Transition to  
Leadership / The  
role of the Chief of  
Staff

### Day 2

Emotional  
Intelligence

### Day 3

Communication  
and Influence

### Day 4

Critical Thinking  
and Problem-  
Solving

### Day 5

Critical Thinking  
and Problem  
Solving

### Day 6

Planning and  
Strategic  
Prioritization

### Day 7

Project  
Management

### Day 8

Excellence in  
Execution

### Day 9

Strategic Negotiations

### Day 10

Networking and  
Stakeholder Management

### Day 11 & 12 (1 Full day)

Executive Presence and  
Personal Branding

Coaching for Leaders



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## PROGRAM FACULTY



### **Maria Angelica B. Lleander**

Adjunct Faculty  
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with a Professional Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree, and a Bachelor of Science degree in Psychology from the University of the Philippines.



### **Alberto G. Mateo, Jr.**

Clinical Professor, Finance and Leadership  
Head, School of Executive Education and Lifelong Learning  
Asian Institute of Management

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.



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## **Bernard D. Marquez**

Adjunct Faculty  
Asian Institute of Management

Bernard D. Marquez has more than 20 years of general management and senior executive experience in the consumer goods industry, gained in Philippine conglomerates and multinational companies. He has a proven track record of organizing and developing new businesses, growing sales and launching new products, and delivering corporate turnaround and excellent bottom-line results. He was the former President and Director of Ginebra San Miguel Inc., General Manager of San Miguel Integrated Logistics Services, Inc., and General Manager of Thai San Miguel Liquor Co. Ltd. He organized and managed several new businesses and subsidiaries in San Miguel Corporation, both domestic and international. He held senior management positions in Coca-Cola Bottlers Philippines, Inc., Splash Holdings, Inc., and RFM Corporation.

Mr. Marquez earned his Master's in business management at the Asian Institute of Management. He has a Bachelor of Arts in Economics degree from the Ateneo de Manila University. He is currently a member of the Ateneo Center for Economic Research and Development board of directors.



## **Raul P. Rodriguez, PhD**

Clinical Professor, Leadership  
Academic Program Director, Executive Master in Business Administration  
Asian Institute of Management

Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and National Steel Corporation.



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## Manuel J. De Vera, PhD

Assistant Professor  
Executive Director, TeaM Energy Center for Bridging Leadership  
Asian Institute of Management

Manuel J. De Vera is an Assistant Professor at the Asian Institute of Management (AIM) where his teaching and research focuses on public management, leadership, and negotiations and conflict management. He has also designed and delivered capacity-building programs for the private and public sectors in Vietnam, Timor Leste, Myanmar, Philippines, India and Lao PDR. He is also the Executive Director of the AIM TeaM Energy Center for Bridging Leadership where he leads extensive research work on stakeholder engagement and change management, particularly in the conflict-affected areas of the Philippines. Professor De Vera served as Chief of Staff in the House of Representatives and as Undersecretary-designate in the Office of the Presidential Chief of Staff.

Professor De Vera has a PhD in Development Studies from the Institute of Development Studies (IDS) at the University of Sussex (UK), and a Masters in Public Administration from the Harvard Kennedy School, Harvard University. He has a BA in Political Science from the University of the Philippines-Diliman.



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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 **two (2) units** which can be credited to the following:

- Postgraduate Certificate in Administration  
\*Postgraduate Certificates require five (5) units earned within two (2) years.
- Participants will also earn **two (2) units** 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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