SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Business Financial Turnaround and Strategic Planning

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PROGRAM OVERVIEW

When performance falters and financial pressure mounts, decisive action can mean the difference between decline and renewal. The Business Financial Turnaround and Strategic Planning program equips decision-makers with the strategic judgment and financial discipline to navigate business distress—from rapidly diagnosing what is wrong and stabilizing critical operations to confronting the root causes of underperformance and determining what must change. Rather than treating turnaround as a short-term exercise in cost reduction or financial recovery, the program takes an integrated view of strategy, operations, finance, and stakeholder interests, enabling participants to make consequential choices while keeping long-term viability firmly in sight.

Across five intensive half-day sessions, participants move from stabilizing the present to engineering the path forward. Through real-world cases, financial modeling, scenario analysis, stakeholder mapping, negotiation exercises, and an applied turnaround workshop, they learn to test business-model assumptions, preserve cash, evaluate financing and restructuring options, align stakeholders, and establish the governance and measures required to sustain recovery. The program culminates in an integrated turnaround roadmap that brings strategy, financial health, execution priorities, and stakeholder alignment into one coherent plan—giving participants the capability to transform a moment of business distress into a disciplined agenda for recovery, resilience, and renewed growth.

PROGRAM OBJECTIVES

- Conduct a rapid assessment of business and financial distress, prioritize urgent interventions, and organize an effective crisis response
- Diagnose the strategic and operational root causes of underperformance and determine the required level of business-model change
- Build an integrated financial model covering revenue, expenses, cash generation, financing needs, and downside scenarios
- Develop financing, debt-restructuring, and resource-allocation options that support business stabilization and recovery
- Address stakeholder interests, negotiate support for the recovery plan, and establish governance and progress-monitoring mechanisms
- Present a coherent, actionable turnaround roadmap integrating strategy, operations, finance, execution priorities, and performance measures

FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
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WHO SHOULD ENROLL

- **Business Owners & Board Members**
  Those responsible for protecting enterprise value, providing strategic oversight, and making critical decisions during periods of distress
- **Senior Executives & General Managers**
  Leaders accountable for navigating operational challenges, allocating resources, and translating recovery priorities into action
- **Finance, Strategy & Planning Professionals**
  Professionals who assess financial health, model recovery scenarios, shape resource and financing decisions, and redefine strategic direction
- **Turnaround, Restructuring & Management Advisors**
  Specialists who guide organizations through business recovery, restructuring, transformation, and performance challenges
- **Bankers, Investors & Consultants**
  Professionals who evaluate distressed businesses, financing requirements, recovery potential, and the viability of turnaround strategies

Program Learning Content

Session 1
Stop the Bleeding

Session 2
Making the Plan: Strategy

Session 3
Making the Plan: Financial Assessment

Session 4
Making the Plan: Putting It All Together

Session 5
Tweaking the Plan: Stakeholder and Management Concerns

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Faculty & Program Leadership

Jose Luis G. Santillan

Adjunct Faculty
Asian Institute of Management

Jose Luis G. Santillan is a finance and strategy professional with extensive leadership experience across infrastructure, manufacturing, hospitality, and advisory organizations. He holds an Executive Master in Disaster Risk and Crisis Management and a postgraduate certificate in Leadership from the Asian Institute of Management, as well as a Bachelor of Science in Economics from the University of the Philippines.

Prof. Santillan has served in senior executive and board roles, leading finance, risk management, compliance, and strategic planning initiatives for major Philippine companies. His background includes corporate finance, investment advisory, and business development, with a strong focus on financial modeling, valuation, and complex negotiations.

A Certified Risk Analyst and FMVA® credential holder, he brings to the classroom a rigorous, real-world perspective on financial decision-making, governance, and sustainable business growth.

Earning a Postgraduate Certificate and Diploma

The Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL) offers Postgraduate Stackable Certificate Courses across various areas of concentration and disciplines. These courses build an individual's qualifications and distinguish their professional value. The stackable format allows professionals to develop their expertise in a personalized and more manageable manner.

By successfully completing the AIM-SEELL programs, participants can accumulate credentials over time, stack them toward earning a Postgraduate Certificate in an area of their choice and ultimately work toward a Postgraduate Diploma in Management. This leads to greater career opportunities, professional advancement, and potentially higher-paying roles.

CREDENTIAL PATHWAYS

Successfully completing the program earns participants **one (1) unit,** which can be credited to the following:

Postgraduate Certificate in Leadership 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 or to design your personalized learning journey with the Asian Institute of Management School of Executive Education and Lifelong Learning (AIM-SEELL), please email us or visit our website: https://executiveeducation.aim.edu, SEELL@aim.edu

AACSB ACCREDITED

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