



## DATES

July 20 & 27, 2013  
Saturdays  
9:00 am - 6:00 pm

## PROGRAM FEE

Php 9,800.00 (Early Eagle Rate  
until Jul. 8)  
Php 10,800.00 (Regular Rate)

## HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales@cce.ateneo.edu](mailto:sales@cce.ateneo.edu)

## Call

+63(2)830.2050

*Schedules and prices may  
change without prior notice.*

## The Art of Directing People

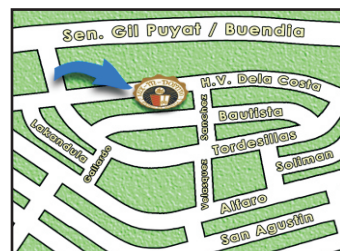
Theater Skills for Business

### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

### Venue:

3/F Ateneo Professional Schools Bldg.  
130 HV Dela Costa St. Salcedo Village,  
Makati City, Philippines



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April 18, 2013

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# the art of directing people

## theater skills for business



ATENEO DE MANILA UNIVERSITY GRADUATE SCHOOL OF BUSINESS

**Center for Continuing Education**

Take center stage! But outside the limelight. Be part of a highly spontaneous and creative environment of the theater that produced many successful directors, who have learned the art of leading people via collaboration.

Engage in theater-based exercises as a way to appreciate the essential tasks of leadership and management in a corporate or institutional setting. Using the work of a stage director as framework, you will establish the experiential basis on which to reflect on the practice of leadership and management.

## the art of directing people

### theater skills for business

## objectives

After the course, you will:

1. Learn to stretch body, voice and mind to enable creative juices to flow;
2. Appreciate how theater exercises could be used to generate insights about corporate work; and
3. Apply new and creative techniques to effectively lead and encourage your team in reaching the company's mission and vision.

## who should attend

Business executives and leaders, managers, supervisors, directors, and professionals who want to learn how to creatively lead their teams.



## lead facilitator

**DR. RICARDO G. ABAD** is Professor of Theater Arts and Sociology, as well as the Artistic Director of Tanghalang Ateneo, at the Loyola Schools, Ateneo de Manila University (ADMU). He is also the Executive Director of RolePlayers, Inc., a training company that uses theater methodology to enhance work performance in corporate and institutional settings.

Prior to this, he also worked for theater companies, notably with Teatro Pilipino at the Cultural Center of the Philippines. In 2008, he was named country representative of the Asia-Pacific Bureau of Theater Schools of the UNESCO and the International Theater Institute; and in 2001 was named a Fellow of the Salzburg Seminar on Shakespeare.

His wide range of experience in training and theatrical arts earned him numerous awards. Among these are the 2013 Asian Public Intellectuals Fellowship Award to study intercultural theater, the Aliw Awards for Best Stage Direction in 2008 and 2012, Lifetime Achievement in the Humanities granted by ADMU in 2009, the Outstanding Scholarly Work Award in the Social Sciences also given by ADMU in 2006, and the Most Outstanding Teacher (College Division) given by the Metrobank Foundation in 2001.

Dr. Abad earned his Bachelor's degree in Sociology from the Ateneo de Manila University, where he graduated as cum laude. He finished his doctorate studies in Sociology at Fordham University, New York.

## program content

Experience how a leader can direct people better through:

- Articulating thoughts and feelings in a risk-free context
- Formulating a vision and getting others to share it
- Enlisting support and teamwork
- Making tough decisions and dealing with their consequences
- Overcoming constraints owing to limited resources
- Dealing sympathetically and creatively with diverse human problems

## complementary programs

**Leading Change: Critical Success Factors**  
*Leading for Competitive Advantage Series*  
May 6 - 7

The course identifies the success factors and develops your leadership skills and abilities in initiating and leading change.

**Creativity and Innovation:**  
**The New Competitive Advantage**  
June 22, 29, & July 6

Absorb the key principles of creativity and innovation through games and challenges. Learn to think on your feet by doing improvisation exercises. Rediscover fun at work by being more spontaneous.

**Essentials of Supervision**  
August 12, 13, 19, & 20

Performing well as a supervisor is difficult enough. What makes it even more difficult is the transition from being a member of the team to becoming a leader of that team.