



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS

CCE CENTER FOR CONTINUING EDUCATION

and

The Gov Jose B. Fernandez, Jr. Ethics Center

in partnership with the Leadership, Ethics
& Human Resources Department

A background image of several hands stacked on top of each other, symbolizing support and teamwork. The hands are rendered in a light blue, semi-transparent style against a dark blue background.

FROM *PASSION* TO
PURPOSE

The Journey to Authentic Leadership

JANUARY 18, 2020
SATURDAY | 8:00AM to 5:00PM
ATENEO SALCEDO CAMPUS

What is Leadership?

How can I become an authentic leader? What are the personal skills and traits that I can nurture to inspire others, to become better versions of themselves? If these are questions you are asking, then this course will help you deepen the answers: Leadership is not an act; it is a way-of-living. In our daily encounters with people, we are constantly leading, whether poorly or excellently. A deepening self-awareness brings about the ordering of our lives in the continuing work of self-mastery. Authentic leadership is the ongoing alignment of our competence, character, and purpose. Thus it is not enough that we have jobs and careers; instead, we are called to transform our work into a personal mission. This transformation emerges from a heroic aspiration to make an impact in the world.

From Passion to Purpose: The Journey to Authentic Leadership

This one-day program is a concise version of the Leadership course in the MBA Program of the Ateneo Graduate School of Business (AGSB). It will be facilitated by the faculty of the Leadership, Ethics, and Human Resources Department of the AGSB. The faculty members are workplace-based academics from a variety of backgrounds, such as industrial psychology, human resources, philosophy, marketing, manufacturing, banking, and media.

The program will be facilitated by learning exercises on the following topics:

- the competent versus dysfunctional leader,
- understanding culture and leadership styles,
- emotional intelligence and self-mastery,
- empathy and other-leadership,
- the hero's journey and the Ignatian way-of-proceeding, and
- nation-building as the goal of passion and purpose



Who Should Attend?

Middle managers of midsize and large companies, higher-level managers of small companies, managers of nonprofit organizations, and entrepreneurs.

Program Outline

I. Introduction

- A. What is a competent leader in the Philippines?
- B. What is a dysfunctional leader?

II. Understanding culture and leadership styles

III. Emotional Intelligence and self-mastery

IV. Leading others via competence, character, and purpose

V. The Hero's Journey and the Ignatian Way-of-Proceeding

VI. Nation-building: Ikigai, Wicked Problems, Theory U

Resource Speakers



Oscar G. Bulaong Jr., Ph.D.

Director, Gov. Jose B. Fernandez, Jr. Ethics Center

He is a faculty member of the Ateneo de Manila University. He teaches philosophy at both undergraduate and graduate levels at the Ateneo Loyola Schools, and he teaches business ethics and leadership at the Ateneo Graduate School

of Business. He serves as the Executive Director of the Governor Jose B. Fernandez Jr. Ethics Center at the Ateneo Professional Schools. He is also the Editor of the book, *Business Ethics in Asia* which was a finalist in the Professions Category of the National Book Awards.

Dr. Bulaong earned his Bachelors degree in Management and Masters in Philosophy from the Ateneo de Manila University. He finished his Ph.D. in Philosophy from the Institute für Philosophie of the Johann Wolfgang von Goethe Universität, Frankfurt am Main in Germany.



Dennis Ryan V. Cruz, MBA

Director, Student Affairs and Formation
Leadership, Ethics and Human
Resources Department

He is a seasoned executive that specializes in Investment Banking, Consumer Real Estate Banking and Strategic Management. He graduated with a degree in Bachelor of Science in Business Management and completed his Executive MBA degree from the Ateneo Graduate School of Business Joint Program with Regis University, Colorado, USA. From 2002 to 2006, he delved in Graduate Philosophical, Education and Media studies from the Ateneo de Manila.



Marcial Orlando A. Balgos, Jr., Ph.D

Chair, Leadership, Ethics and Human
Resources Department

Mr. Mars Balgos finished his PhD in Leadership Studies at the Ateneo de Manila University, where he also earned his MBA and BS Legal Management degrees.

He worked as General Manager of Avid Sales Corporation, Microdata, PIMS Inc./Keysquare and Tristar Electronic Corporation before embarking on his present career of being a management consultant and academic.

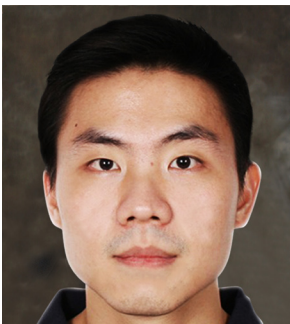


Jake Allan K. De Guzman, MBM

Faculty, Leadership, Ethics and Human Resources Department

He took his MBA in the Asian Institute of Management and finished with Distinction in 1999. For his undergraduate degree he finished A.B. Philosophy in 1992 from the Ateneo de Manila University.

Professionally, he has focused on media and the content industry both from the creative and management side and often in start-up teams. He started as a segment producer in the multi-awarded Probe Productions Inc. and help start a young sports and adventure lifestyle show called GAMEPLAN.



Welison Evenston G. Ty, PhD

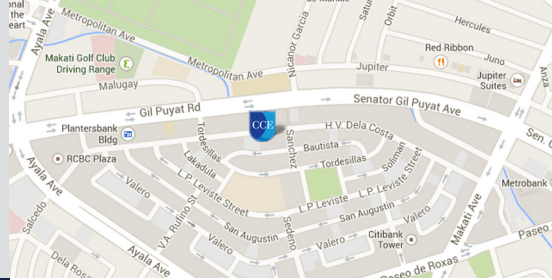
Faculty, Leadership, Ethics and Human Resources Department

He presently works for one of Philippine's longest standing wheat flour manufacturing companies where he is tasked to oversee production, operations, and human resources initiatives for the organization. Prior to his engagement in flour manufacturing, he worked in the field of marketing for a mobile messaging services company tasked to provide instant messaging solutions, and in the field of mobile marketing services and product development for the Philippines' leading telecommunications company and wireless applications service providers.



ATENEO DE MANILA UNIVERSITY

From Passion to Purpose: The Journey to Authentic Leadership



DATES

January 18, 2020
Saturday
8:00 AM to 5:00 PM

PROGRAM FEE

Php 6,500.00 (Early eagle rate
until Jan. 6)
Php 7,500.00 (Regular rate)

**Schedules and prices may change without
prior notice.*

Register NOW!



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PROGRAM INCLUSIONS:

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