



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



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 showing several hands of different ages and skin tones stacked together in a cup-like shape, symbolizing unity and support. The image is in a dark blue, monochromatic style.

FROM *PASSION* TO PURPOSE

The Journey to Authentic Leadership

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

A group of people in a professional setting, possibly a conference or meeting, with a large '2011' sign in the background. The image is dark and serves as a background for the text.

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.



Joanne Marie B. Diaz Agtarap Ph.D

Change Center of Excellence, a division of the HR Group of Globe Telecoms, Inc.

She has 16 years of combined Human Resource (HR), Organization Development (OD) and Learning Development (LD) experience from the Academic, Government and the Private sector. Her expertise includes programs and interventions in Enterprise-wide Change Management, Simple Digital Agile (SDA) Methodology, Competency Framework Assessment, Strategic Workforce Planning, Performance Management, Project Management and Mixed-Methods Research

in Social Psychology. She began her career in teaching basic to post-graduate education in notable Jesuit institutions Xavier School as well as the School of Social Sciences and Graduate School of Business of the Ateneo de Manila, with focus in the fields of Psychology and HR.

Presently a Ph.D candidate at the University of the Philippines School of Urban and Regional Planning (UP-SURP), She is finishing her Dissertation on Macroeconomics in Transport Planning. She earned her Master's Degree in Applied Social Psychology from the Ateneo de Manila University and her Bachelor's Degree in Psychology from Miriam College. She is also a Professional Regulatory Commission Certified Human Resource Professional (CHRP) and Licensed Professional Teacher.



Ruben L. Encarnacion, Ph.D

Chairman and Treasurer of the Board of Trustees
Tropical Disease Foundation, Inc.

He is a licensed clinical psychologist. His full-time practice centers on addressing the psychological needs of children and parents within the framework of the family system. Utilizing play therapy, hypnotherapy, EMDR, Cognitive Behavioral Therapy (CBT), Dialectic Behavioral Therapy (DBT), Gestalt techniques, NLP, and holistic methods such as Ta'i chi and Qi G'ong, he has been effective at addressing depression, anxiety, and somatic symptom disorders among young people and high-performing career adults.

He works with US war veterans in the Philippines, evaluating them for PTSD and other psychological disorders as a Provider for the Veterans Evaluation Services based in Houston, TX. On the side, he is in the Faculty of the Ateneo Graduate School of Business and is the Chairman and Treasurer of the Board of Trustees of Tropical Disease Foundation, Inc. He is a Fellow of the Psychological Association of the Philippines and a Member of the Philippine Association of Graduate Educators. He is a speaker on and writer of various psychological articles. He has also guested on various TV and radio talk shows.

He earned his Master's degree in Counseling Psychology and Doctorate in Clinical Psychology both from the Ateneo de Manila University.



Ma. Ligaya M. Menguito, Ph.D

Faculty, Ateneo Graduate School of Business
Leadership and Human Resource

A licensed Psychologist, Joy's passion for people development underlies her pursuits in human resource initiatives. She is the Human Resource Manager of a chemical distribution company that serves several industries in the country. Her consultancy work saw her working with different organisations to assist them in their human resource processes such as the hospitals under the Metro Pacific Investments, Nestlé Philippines, Nayong Pilipino, and others.

Joy is a faculty member of the Ateneo Graduate School of Business under the Leadership and Human Resource cluster. She is also a visiting lecturer in Ateneo de Manila University and Holy Angel University in Pampanga. She considers teaching as a way to develop herself and learn from others. Joy obtained her M.A. in Industrial Organizational Psychology and Ph.D. in Social Organizational Psychology from Ateneo de Manila University. She has written chapters in HR books and is a published author in the Philippine Journal of Psychology.



ATNEO
PROFESSIONAL
SCHOOLS

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!**



Mr. John Rocero
(632) 8830.2043 | 0932.7919190



jrocero@ateneo.edu
sales.cce@ateneo.edu



www.cce.ateneo.edu

Experience
EXCELLENCE



(+632) 8830.2038 to 43
0932.7919190



sales.cce@ateneo.edu



cce.ateneo.edu