



ATENEIO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Leadership and Management **ONLINE PROGRAM**

LEADING STRATEGIC EXECUTION

January 24, 25, 31 and February 2, 2022 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

The course is appropriate for anyone in a management or supervisory position who needs to participate in the execution of company and departmental strategies.

OBJECTIVES

At the end of this course, participants should be able to perform the following, practicing on a target company, based on a two- to three-year planning horizon:

- ➔ Articulate a 5-part framework for execution that can guide them in executing strategies and plans;
- ➔ Practice applying this framework on a sample strategic plan;
- ➔ Cite the 5 leadership behaviors that are essential in execution, and know how you could increase your skills in these behaviors

LEADING STRATEGIC EXECUTION

Strategies are only as effective as their implementation. Strategies and plans are vital to any organization, yet those strategies and plans typically hit roadblocks in execution. Managers need to deal with these roadblocks, and practice the necessary skills to lead people in execution.

This training course is based on a scientifically validated model of execution competencies, which have been tested in the Philippine business setting.

The course, conducted over four half-day online sessions, drills participants in a disciplined framework for leading execution. On the first two sessions, participants:

- Learn how to focus on critical priorities
- Identify sources of misalignment among different parts and silos of their organization and apply an appropriate alignment mechanism
- Create an execution calendar, including identifying possible obstacles to execution and crafting contingency plans to overcome these obstacles

On the third and fourth sessions, participants:

- Are engaged in concepts and exercises that illustrate five leadership behaviors that are essential in execution; the leadership behaviors are derived from a scientific model based on the Philippine business setting, that has been peer-reviewed and published in an international academic journal

PROGRAM OUTLINE

The course outline builds on a five-part process for leading strategic execution:

1. Decide on clear priorities and focus on them.
2. Make the strategy everyone's agenda. Align all scorecards to the strategy.
3. Translate the strategy into an execution calendar of key activities.
4. Lead people to act in different ways. Practice 5 leadership behaviors essential to execution.
5. Regularly and rigorously use a system for following through.

1. Focus on priorities
Set clear priorities
Exercise in prioritizing and de-prioritizing:
The 1-3-6 Rule
Control the Controllables
Exercise: “Given” vs. “Problem”
2. Align all scorecards
Sources of misalignment: why different departments/silos could be misaligned
Alignment Mechanisms: four ways to solve misalignment
Application: alignment mechanisms
Alignment mechanism: Balanced Scorecard (BSC)
Application of BSC to a department
3. Create an execution calendar
Decide on a priority departmental objective
Describe results in specific terms
Determine leading indicators and lagging indicators
Assign relative priorities to each result
Identify team members and external partners and the outputs you need from them
Anticipate obstacles to execution and create contingency plans

4. Practice 5 leadership behaviors essential to execution
Insist on realism
Expand people’s capabilities through coaching
Instill process discipline
Manage the consequences of not executing
Know yourself: Increase self-awareness and build mental and emotional strength
5. Follow through systematically
The difference between following up and following through
Assess your ability to follow through
Systematize the routine, personalize the exception
The strategy execution monitoring process

RESOURCE PERSON

Dr. Jet F. Magsaysay is the Dean of the Ateneo Graduate School of Business.



DR. JET F. MAGSAYSAY

He is president of Strategic Directions, Inc., a strategy- and management-consulting firm that caters to top corporations in diverse industries. As a strategy and organizational development consultant, he has guided leading corporations in the Philippines and Southeast Asia in developing their visions and strategies, and in building their organizational capabilities.

As an academic program director he has conceptualized and customized leadership and management programs for diverse clients.

As a trainer-educator, he has designed and facilitated programs in strategy, execution, leadership, and management skills.

As a corporate executive, he has managed business units in the Philippines, in China, and across Asia, in the investment banking, publishing, and consulting industries.

An internationally recognized writer and presenter, he is a lecturer in Kyoto University's Asia Business Leader Programme. He was Editor-in-Chief of World Executive's Digest, a Pan-Asian management magazine where he authored award-winning content. He has authored research articles that have been peer-reviewed and published in international academic journals. He has been a keynote speaker at various conferences in Southeast Asia, China, and Japan.

Dr. Magsaysay has a BSc. in Industrial Management Engineering from De La Salle University, a Master in Management degree from the Asian Institute of Management, and a Ph.D. in Leadership Studies, major in Organizational Development, from the Ateneo De Manila University.

LEADING STRATEGIC EXECUTION

PROGRAM DETAILS

January 24, 25, 31 and February 2, 2022
(Monday, Tuesday, & Wednesday)
8:30 am - 12:00 pm
via **ZOOM**

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate until Jan. 10*)
Php 11,000.00 (*Regular Rate*)

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

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Course Completion

REGISTER NOW!

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