



## DATES

March 23 - 24, 2020  
Monday - Tuesday  
8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Mar. 9)  
Php 12,800.00 (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

(+632)8302042

*Schedules and prices may  
change without prior notice.*

## Strategic Systems Thinking: Creating Competitive Advantage

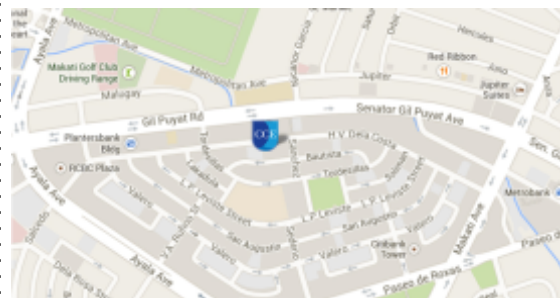
Leading for Competitive Advantage Series

### Package inclusions:

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

### Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



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October 1, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



leadership and management

# Strategic Systems Thinking: Creating Competitive Advantage

Leading for Competitive Advantage Series  
Batch 22

 CENTER FOR CONTINUING EDUCATION

The world of business is changing rapidly and discontinuously. To cope with today's challenges, and help their companies achieve competitive advantage, managers have to be outward-looking and be able to think strategically.

**Strategic Systems Thinking: Creating Competitive Advantage** equips you with the skills to meet those challenges. The course guides you in (a) thinking systematically, to see the *big picture* of your companies beyond your functional silos, and in (b) becoming more strategic in your outlook and in your work, thereby adding value to your job and to those of your team members.

This two-day training course presents a framework for systems thinking and strategic thinking, applied to your own organization and functional unit.

This is one of the three courses in the **Leading for Competitive Advantage Series**. The other courses in the Series are:

- **Leading Strategic Execution**
- **Leading Change: Critical Success Factors**

# Strategic Systems Thinking: Creating Competitive Advantage

Leading for Competitive Advantage Series

## objectives

After the course, you will:

1. Relate three laws of systems thinking to your own organization and/or experience;
2. Apply strategic thinking models to your own organization; and
3. Create a framework based on three strategies, applied to your own organization and functional unit.

## who should attend

The course is appropriate for managers and supervisors who are involved in developing and/or implementing corporate and functional strategies.



## program director



**DR. JET MAGSAYSAY** is the Program Director for the Leadership and Management Development Program of the Ateneo Graduate School of Business Center for Continuing Education (CCE), and is President of Strategic Directions, Inc., a strategy- and management-consulting firm.

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 a program director he has conceptualized and customized leadership and management programs for diverse clients. As a trainer-educator, he has designed and facilitated courses in strategy, execution, leadership, and management skills. He is Curriculum Director for JFC University, and a lecturer at Kyoto University's Asia Business Leader Programme, where he teaches Business Planning and Leadership 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.

He has a BSc. in Industrial Management Engineering from De La Salle University, a Master in Management (with Distinction) degree from the Asian Institute of Management, and a Ph.D. in Leadership Studies, major in Organizational Development, at the Ateneo De Manila University.

## program content

- I. Systems Thinking: How to ensure that your plans encompass the whole system of your company**
  - A. Develop a *big picture* systems perspective
  - B. Understand three laws of systems thinking
  - C. Map out the work of a strategist
  - D. Match external opportunities and internal changes
- II. Strategic Thinking: How to participate in strategy creation**
  - A. Analyze your company's industry
  - B. Analyze the five environments of your company
  - C. Analyze your company's internal capabilities
  - D. Craft corporate strategies
  - E. Use the TOWS Matrix
  - F. Use the Growth Matrix
- III. Strategic Thinking: How to be more strategic in your job**
  - A. Craft functional strategies that align with corporate strategies
  - B. Create strategic connections between your units and other units
  - C. Add strategic value to your job
- IV. Integration: How to apply systems thinking to strategies**
  - A. Measure strategic success
  - B. Apply systems thinking to strategies

## methodology

The course is delivered using a variety of methods:

- Concept presentations
- Structured learning exercises
- Small-group and large-group discussions
- Case examples
- Film excerpts
- Team workshops