



**Thursday, FEBRUARY 1, 2018 \* Manila Marriott Hotel, Pasay City, Philippines \* 9:00am to 5:00pm**

Leadership and the management of people in the Philippine setting, either in business or politics, is always more effective when given a personal touch. You can only do this if you truly understand the Filipino culture.

This one-day seminar is the only program that will provide you a comprehensive discussion on unique Filipino values, beliefs, and traits with a definitive guide on how to use these in the workplace to positively impact the management of your people and organization.

When we clearly understand and properly observe these cultural values we can enhance effective communication, promote teamwork, encourage cooperation, ensure unity and harmony, and motivate people effectively towards excellence.

This is a must for expatriates working in the Philippines and those dealing with Filipinos. This is also highly recommended to Filipinos who want to excel in leadership, the management of their people, and be more effective in the marketing of products by deepening their understanding of their own culture.

**Course Director & Lecturer: Ramon M. De Leon** – formerly managing director of Ayala Corporation, under the Office of the Lead Director for Infrastructure, and seconded to the various Ayala-owned subsidiaries to help in the corporate transformation of Globe Telecoms, Manila Water, IMI, and BPI Family Bank. He has helped many expatriates work effectively in the Philippines. These included multi-racial Asians, Europeans and Americans.

He has lectured extensively on topics such as “Expats’ Guide in Managing People in the Philippines” and “Filipinos’ Guide in Handling Expats Effectively”.

**LIMITED SEATS ONLY**  
**PRE-REGISTRATION REQUIRED**

**Seminar Investment is PHP 9,880**  
inclusive of Resource Kit, &  
Certificate of Attendance

Avail of the 5% Group Discount for  
attendees of 3 or more

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**Who Should Attend:**

- A must for all expatriates
- Leaders of Organizations
- Managers and Supervisors
- HR Practitioners
- Those in Marketing

Everyone who wish to  
improve their skills in  
managing people effectively

**This seminar is open  
to the General Public**