



Strategic **P**ositioning for **E**ducation **L**eaders (SPEL)

**An Education Management program
of the Asian Institute of Management
for the ASEAN market**



BACKGROUND

- AIM's way of reaching out to managers of the learning process to simultaneously improve the quality of education at varying levels of management of educational institutions
- Has been developed for school owners, deans, principals and administrators who will be exposed to best practices in education management that will lead to a well-run school systems
- Initiatives that have been completed in order to prepare for the development of the course:
 - Research on the learning needs of target clients-school leaders/administrators & the classroom learning managers/teachers;
 - Adequate number of local & foreign cases and relevant learning materials



BACKGROUND

Results of the initiatives shows that

- School administrators, principals and education leaders lack the necessary competencies to craft effective strategies for their respective schools given the increasing competition and the changing landscape of learning in the 21st century;
- There is a perceived disconnect between the academe and the workplace in as far as the required competencies for performing well, such as: lack of communication skills, ability to work with various personalities, lack of appreciation/passion for work & service; and underdeveloped EQ

As the landscape of learning expands beyond one's own borders, the need to verify the above competency gaps among school administrators & education leaders across other cultures has become apparent.



SPEL - PROGRAM OVERVIEW

- A five day program that will be offered to managers & administrator of both public & private educational institutions from the Philippines, Indonesia, Viet Nam, Laos, Cambodia and Myanmar.
- It aims to facilitate the transformation of education into one that gives merit to service excellence and sustainability by using the value of strategic positioning
- At the end of the program, the participant would have developed an acceptable Strategic Plan for his/her own school using the VMOKRAPI SPATRES framework of strategic planning



SPEL - PROGRAM CONTENT

Will consists of the following modules:

- Life Cycle and Forces, Education
 - The Asian Educational Landscape
- Strategic Positioning
 - Strategic Mapping
- Institutional Strategy and Innovation
 - Vision-Mission-Key Result Areas-Performance Indicators
 - Educational Philosophy
- Strategy Education and Implementation (Virtual Delivery)
 - Formulating Strategies, Programs, Activities, Tasks-Resources
- Leadership
 - Leadership and Innovation
- Final Output
 - Integration and Evaluation



SPEL – COST OF DELIVERY

Will consists of the following:

- **Honorarium**
 - Resource Persons/Faculty Facilitators via VC
 - Country Facilitators
- **Training for Facilitators**
- **Communication Costs**
 - ISDN or IP Charges
 - Room Charges
- **Materials Reproduction**