

Certificate in Association Governance.

Drive your
association
towards
sustained
success
and
innovation

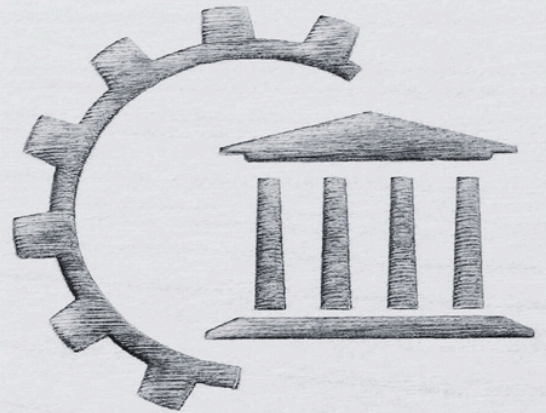


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Introduction.



Associations are working harder than ever to define their value proposition, and their need to advocate, influence and respond to circumstances has never been more urgent and necessary.

In the increasingly turbulent 2020s, Boards of Trustees, their Chief Executives, and their staff teams face increasing expectations and demands from a widening spectrum of interested parties, ranging from staff, clients, and members, through sponsors, policymakers, and industry, to shareholders, partners, and suppliers. It is thus increasingly important that professional management be underpinned by an articulation of professional governance.





What to expect.

The PCAAE's Certificate in Association Governance (CAG) course covers a range of specific topics to meet the particular needs of aspiring, newly appointed, and existing Trustees, providing guidance on best practice in association governance; and proving ideal preparation for anyone considering a Board role, a suitable induction for anyone embarking on a Boardroom career, and a timely refresher for seasoned Trustees. The course is also appropriate for CEOs and professional staff members who are tasked with supporting governing bodies.

Delivered through a combination of live Zoom sessions ,face-to-face meetings, provision of written materials, podcasts, case studies, performance assessment, and peer support, CAG offers 14 units of accessible, interactive, and engaging content, provided in a highly motivated learning environment. Participants will have the opportunity to check their progress with regular assessments and scenarios throughout the course, earning a digital credential for each completed module.

Following a final project-based assessment, participants will receive a PCAAE Certificate in Association Governance to highlight their achievement in completing the course as well as a CAG digital credential to add to email signatures, media profiles, and websites to demonstrate their expertise as a certified governance specialist.



Details.

- 3½-month program for association leaders (i.e., Board members, CEO and professional staff) who want to enhance their knowledge and understanding of modern membership governance.
- Blended learning delivered remotely and face-to-face, combining online sessions, self-guided projects, group work, provision of written materials, podcasts, case studies, performance assessment, and a final project and presentation.
- Total time commitment of approx. 30 hours:
 - 10¾ hours: f2f trainer-led learning
 - 3¼ hours: online assessment
 - 6 hours: self-guided project research and write-up
 - 4 hours: f2f trainer-led project discussion
 - 4¼ hours: off-week learning, reading, etc.
 - 1½ hours: CAG podcasts
 - ½ hour: knowledge benchmarking
- Comprises 13 mandatory units across 4 modules and a final project and presentation



Curriculum.

MODULE 1: UNDERSTANDING GOOD GOVERNANCE

- 1.The purpose of good governance;
- 2.The characteristics of good governance; and
- 3.Choosing a model for effective governance.

MODULE 2: LEGAL DUTIES AND NON-STATUTORY OBLIGATIONS

- 4.Corporation Code of Philippines;
- 5.Board roles and responsibilities; and
- 6.Risk in the boardroom.

MODULE 3: MAINTAINING THE BOARD AS A HIGH-PERFORMING TEAM

- 7.Debunking the myths of association governance;
- 8.Embracing accountability as an opportunity;
- 9.The habits of highly effective board meetings; and
- 10.Emerging governance priorities.

MODULE 4: THE CHARACTERISTICS OF GOVERNANCE AS LEADERSHIP

- 11.The characteristics of strategic leadership
- 12.Futures literacy and the art of strategic foresight
- 13.Strategic planning and execution

FINAL PROJECT AND PRESENTATION

- 14.Subject elective



Why enroll.

Relevance and Impact

In today's rapidly changing environment, the need for effective governance has never been more critical. Our CAG course is tailored to address the specific challenges faced by association leaders, providing them with insights into best practices, legal responsibilities, and strategic leadership.

Comprehensive Curriculum

The CAG course comprises 14 units delivered across four key modules:

- **Understanding Good Governance:** Explore the purpose and characteristics of good governance and choose effective models.
- **Legal Duties and Non-Statutory Obligations:** Gain a thorough understanding of the Corporation Code of the Philippines, board roles, responsibilities, and risk management.
- **Maintaining the Board as a High-Performing Team:** Learn the habits of highly effective board meetings and emerging governance priorities.
- **Governance as Leadership:** Develop strategic leadership skills, futures literacy, and strategic planning.



Why enroll.

Flexible and Engaging Learning Environment

The program offers a blended learning experience, combining live Zoom sessions, face-to-face meetings, self-guided projects, group work, and performance assessments. This format ensures that participants can balance their professional responsibilities while engaging in meaningful learning.

Professional Recognition

Upon successful completion, participants will receive a PCAAE Certificate in Association Governance and a digital credential to highlight their achievement. This recognition serves as a testament to their expertise and commitment to professional excellence.



Delivery team.



ANDREW CHAMBERLAIN, FSAM, FRSA, MIoL

Andrew Chamberlain is a recognized global expert in nonprofit governance and a vociferous advocate of integrity, transparency, responsibility, and accountability within public life. A former association Chief Executive and Company Secretary, for 15 years Andrew worked in c-suite roles in a variety of membership bodies. Since 2016 he has worked extensively in the membership environment as a governance specialist, working with boards to enhance their associations' capacities for growth and sustainability through the governance function. In 2018, Andrew authored and launched the NETpositive Governance™ ESG model; in 2019-21, as a member of the BSI Governance Committee, he advised on the review of BS13500, the UK's national standard for corporate governance, and on the development of ISO37000, the international standard for the governance of organisations; and in 2019 he founded the Cambridge Governance Symposium, a 1-day conference focused on enhancing delegates' understanding and implementation of innovative governance practice. Andrew is a Fellow of the Society of Association Management, a Fellow of the Royal Society for Arts, Manufactures, and Commerce, and a Member of the Institute of Leadership.

Andrew's LinkedIn profile can be viewed at www.linkedin.com/in/andrew-chamberlain-elevated/



Delivery team.



ELISA PRATT, MA, CAE, CVF

Elisa Pratt is the CEO and Chief Strategist of Brewer Pratt Solutions, a consulting firm dedicated to helping associations achieve, advance, and evolve through tailored strategies and professional service improvements. With over 20 years of experience as an association management executive, Elisa brings a wealth of knowledge and expertise to her clients, delivering strategic and actionable innovations, future-focused member engagement solutions, and tactical operational effectiveness solutions. Prior to founding Brewer Pratt Solutions in 2016, Elisa served as an impactful senior staff member for several trade and individual membership associations, both domestic and international. Her diverse background in components, advocacy, stakeholder relations, and association operations makes her an invaluable partner to the organizations she serves. Elisa's expertise spans a wide range of areas, including strategic planning, organizational mapping and operations audits, lean facilitation, market analysis and business plan development, board report and KPI development, communication audits and planning, policy and procedures review and development, and government affairs and advocacy planning. She also specializes in leadership development, offering services such as board orientation and engagement, executive search, succession and transition planning, leadership and productivity programs, executive advisory services, and interim and supplemental senior-staff support. Elisa holds a master's degree in government from Johns Hopkins University and is a Certified Association Executive and a Certified Virtual Facilitator. Her diverse expertise and proven track record of success make her an invaluable partner to associations looking to thrive in an ever-changing landscape.

Elisa's LinkedIn profile can be viewed at <https://www.linkedin.com/in/elisabrewerpratt/>



Delivery team.



OCTAVIO "BOBBY" PERALTA, CPAE

Affectionately called "The Association Man," Bobby is a mechanical engineer by education, development banker by training and association executive 'by fate' (31 years and counting). Erstwhile Executive Director of the Global Compact Network Philippines, former Secretary General of the Association of Development Financing Institutions in Asia & the Pacific and of the World Federation of Development Financing Association. Bobby is the Founder & CEO of the Philippine Council of Associations and Association Executives and President of the Asia-Pacific Federation of Association Organizations (APFAO). He is also a proud member of the American Society of Association Executives (ASAE).

Bobby's LinkedIn profile can be viewed at www.linkedin.com/in/octavio-'bobby'-peralta-38514320b/?originalSubdomain=ph.



Registration.

Registration link:

<https://form.jotform.com/241466049230351>



Philippine Association Revenue	Member	Non-Member
USD 100,000+	USD 500	USD 600
USD 80,000 - 100,000	USD 400	USD 480
Up to USD 80,000	USD 300	USD 360
	International Registrants	USD 1,000

Registration fee includes:

- Pre-and post-course benchmarking of registrants' knowledge and understanding;
- All learning materials;
- Reading list and podcast listening guide;
- On successful completion of each module, a digital micro-credential; and
- On successful completion of the program, professional recognition with a digital credential

For further inquiries, please email us at bobby@pcaae.org.