

**GO DIGITAL ASEAN PH**

**GROW DIGITAL**

**PROGRAM BRIEFER**

## GO DIGITAL

Bringing foundational digital skills to every entrepreneur



Build foundational skills to bring your business online



Learn how to maximize digital tools to boost your business



All aspiring entrepreneurs from Indonesia, Lao PDR, Thailand, and Vietnam welcome.

## EXPLORE DIGITAL

Gathering regional business owners to support small business in ASEAN



Learn from thought leaders from the business community



Discover regional business trends to boost your business



All business owners and aspiring entrepreneurs welcome

## GROW DIGITAL

Accelerating businesses through digitalization and mentorship



Grow your business through the digital economy

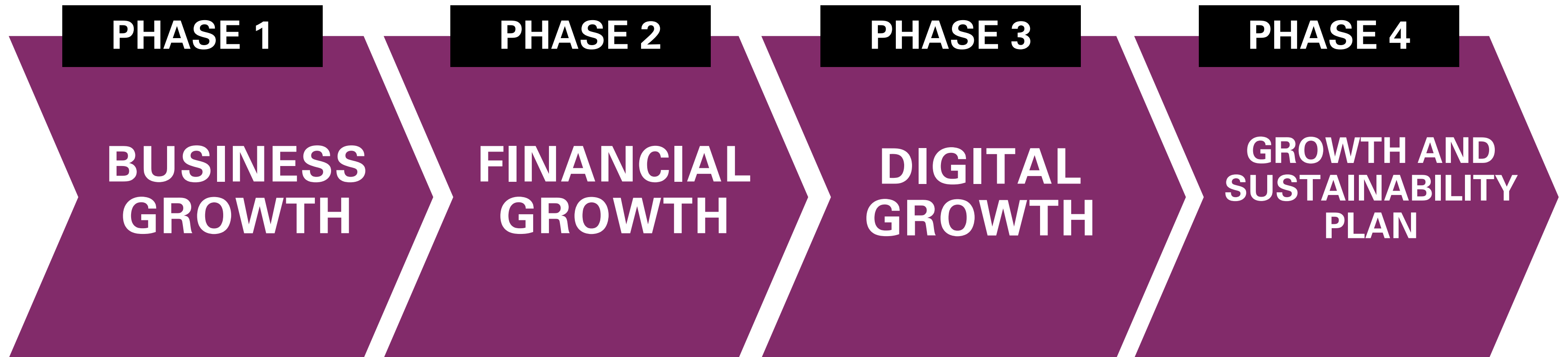


Learn from live mentorship opportunities



Open to business owners in ASEAN

# **GROW** DIGITAL Learning Journey



# PHASE 1

## BUSINESS GROWTH

### PHASE 2

### PHASE 3

### PHASE 4

## LEARNING GOALS

- **Learn** and use business growth tools to better track sales
- **Prepare** the necessary requirements in legitimizing your business
- **Enhance** your growth mindset towards your business, from how you handle your internal concerns, to the changing times of the market.

## SESSION FLOW

- **Future Visioning**
- **Business Growth Trajectory**
- **Regulatory and Statutory Compliances**
- **People Management and Networking**
- **Entrepreneurial Mindset**

PHASE 1

PHASE 2

FINANCIAL  
GROWTH

PHASE 3

PHASE 4

## LEARNING GOALS

- **Build** strengthened financial plans and forecasting for sustainable business growth
- **Apply** green initiatives for our business

## SESSION FLOW

- **Financial Health**  
Sustainable Growth  
Financial Housekeeping  
Financial Forecasting  
Financial Goal Setting
- **Green Initiatives: Benefits and Best Practices**

PHASE 1

PHASE 2

PHASE 3

DIGITAL  
GROWTH

PHASE 4

## LEARNING GOALS

- Know the importance of **digital growth and transformation** for my business
- Understand the **Customer Life Cycle** and how it impacts my business growth
- Learn different **digital tools** that can help my business thrive and grow
- Learn about the benefits of and how to create a **social media plan** for my business

## SESSION FLOW

- Expanding our Vision
- Why is Digital Growth Important?
- The Customer Life Cycle
- Using Digital Tools
  - Social Media Tools
  - Digital Productivity Tools
- Social Media Calendar

**PHASE 1**

**PHASE 2**

**PHASE 3**

**PHASE 4**

**GROWTH AND  
SUSTAINABILITY  
PLAN**

# SESSION FLOW

## END-OF-WORKSHOP OUTPUT

- **90-DAY BUSINESS PLAN**
- **PITCH PRESENTATIONS**
- **REFLECTION ACTIVITY**



**LORNA BONDOC**

**MASTER TRAINER**  
Entrepreneur | Founder  
Phygital Strategist | Artist



**JEEBS UNABIA**

**MASTER TRAINER**  
Digital Freelancer  
Social Media Maven | Artist



# MEET OUR MENTORS



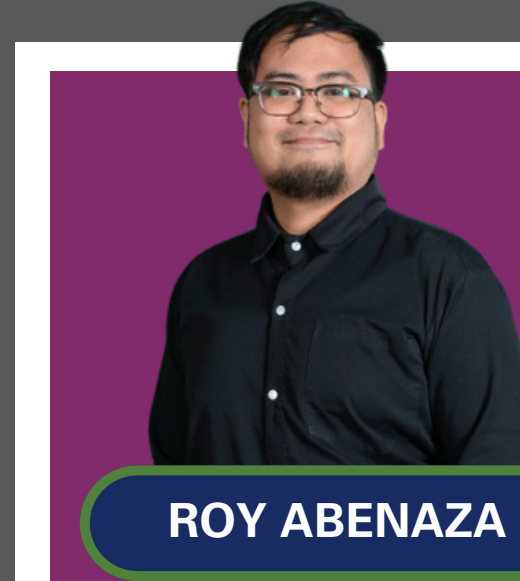
**MJ PANGANIBAN**



**VERONICA BAGUIO**



**ABAD ENRIQUEZ**



**ROY ABENAZA**



**TAL DE GUZMAN**



**JC TORREDA**



**JASON OCCIDENTAL**



**PAULA BAYAO**



**DANIEL DE ASIS**

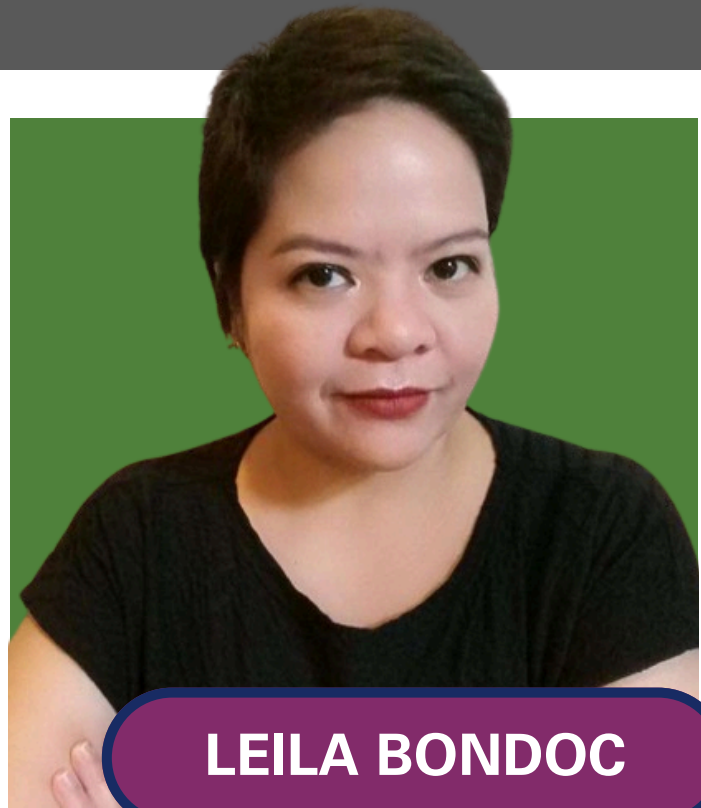


**KEREN LACADIN**



**EMMAN DATO**

# MEET OUR COORDINATORS



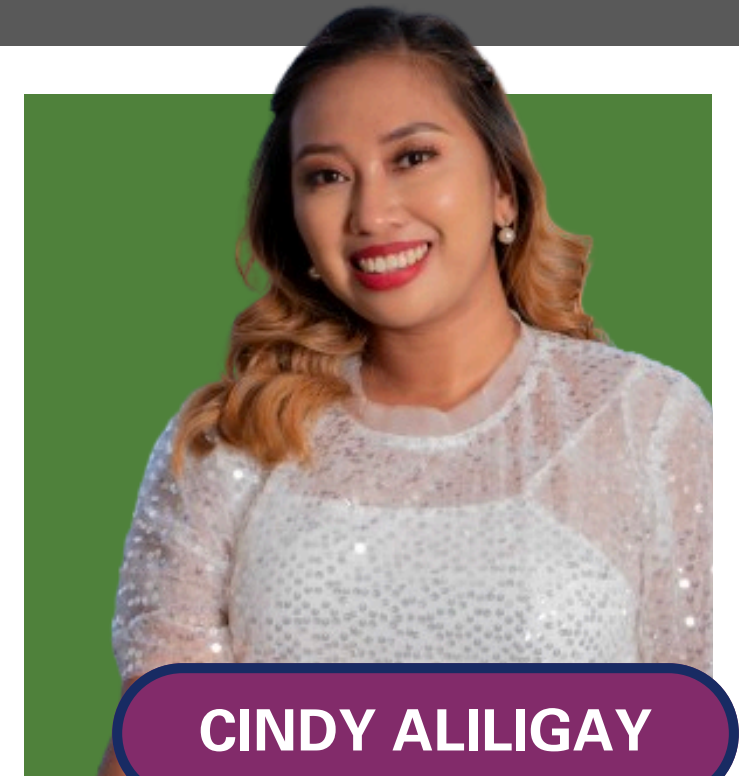
LEILA BONDOC



JOY PENECILLA



KIM SINCHIOCO

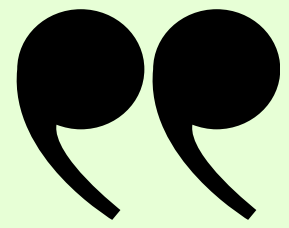


CINDY ALILIGAY



# FAQs

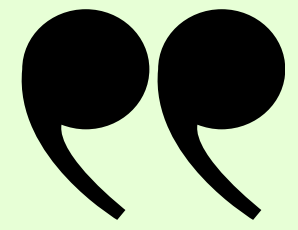
FREQUENTLY-ASKED QUESTIONS



**Who is the workshop primarily designed for?**

**Micro, Small and Medium Enterprises (MSMEs) across different sectors**

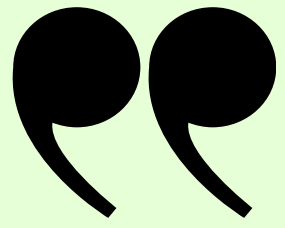




# How big is the workshop size?

The workshop best accommodates 60-75 participants per session.

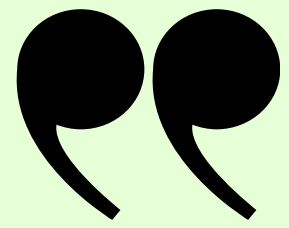




**Can you roll out the workshops specifically for membership organizations / associations that have more than 50 registered members?**

**YES, we can definitely accommodate membership organizations that prefer to have GDA2PH workshops for their respective teams. To ensure active participation of attendees, we recommend scheduling sessions in advance for 50 people on different dates from January to June 30, 2024.**





# What is the cost of the workshop?

Our workshop is designed to be easily accessible and is completely free of charge for participants and partner organizations. To keep our workshop accessible, we will need other forms of support from our partners.



# What help do we need from our partners?





# ✓ A workshop venue that...

- is accessible for participants
- is able to accommodate the workshop size
- has stable internet connection
- is conducive to learning
- can provide audio and technical assistance





# Mobilization of targeted participants

We will provide official communications materials (for printing and for social media) promoting our training and workshop session.





# Recommendations for a stable, trusted vendor

We're aware that refreshments are essential to a successful event. GDA can support provisions for meals and snacks, but our partners are more than welcome to volunteer these resources!



## **PARTNER**

- **workshop venue**
- **mobilization of participants**
- **recommendations for a trusted FnB vendor**

## **ASIA FOUNDATION**

- **conduct of whole-day workshop**
- **mobilization of mentors and coordinators**
- **promotional materials**



# THANK YOU!

We look forward to a strong partnership!



**GO DIGITAL ASEAN**



The Asia Foundation

Get in touch!

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