

Training Program

CEO

CHIEF EXECUTIVE OFFICER
GIÁM ĐỐC ĐIỀU HÀNH

Comprehensive and practice-driven management solution for
breakthrough profitability and a trusted business in the new era

NEW LEADERSHIP & NEW MANAGEMENT FOR THE NEW ERA

80%

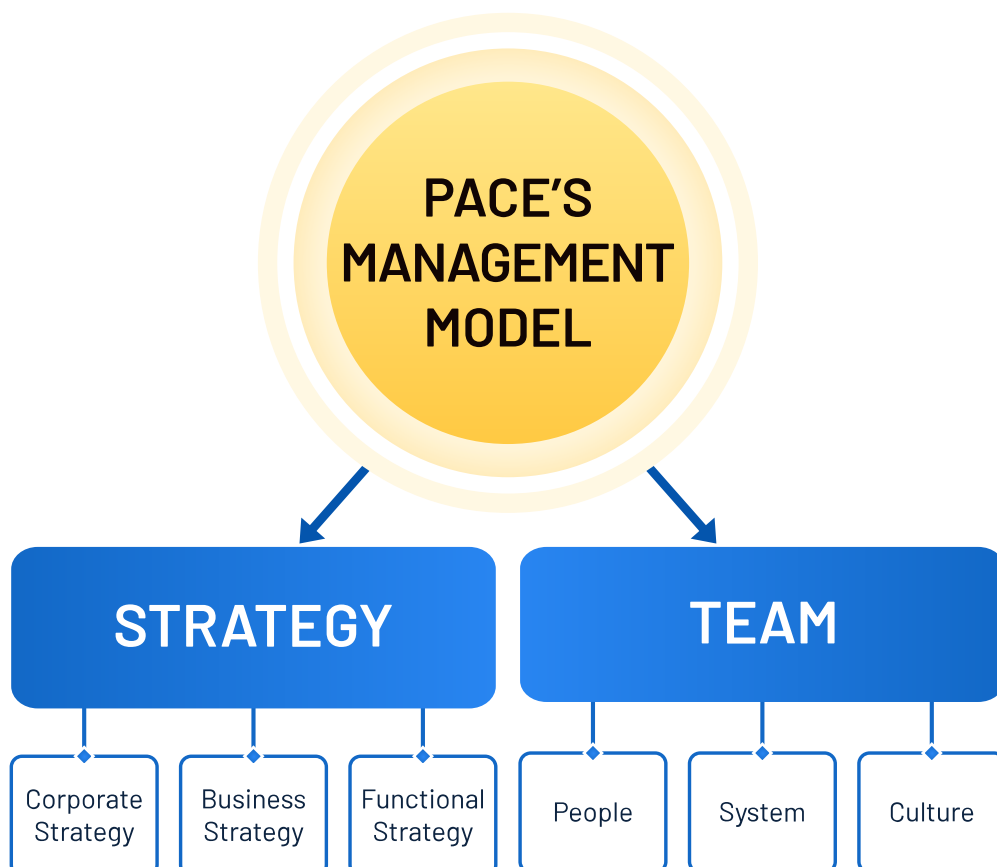
of CEOs are concerned that they may not remain in their current roles over the next decade if they fail to transform (PwC)

75%

of CEOs feel they lack sufficient capability to lead their organizations through major disruptions (PRCA)

*Today's CEO is not just an operator,
but the architect of enterprise growth.*

PACE'S MANAGEMENT MODEL Implemented in the CEO Program





STRATEGIC MANAGEMENT SOLUTION FOR CEOS OF THE NEW ERA



Challenges of Management & Leadership today

Leadership has never been easy. Behind critical decisions lie challenges or concerns that only those at the top truly understand:

- Great ambition, yet operations still rely mainly on experience, intuition, and personal effort.
- Isolation and exhaustion under overwhelming workloads, without an effective way to unleash the potential of the team.
- Past success but realize that old mindsets and models are no longer suitable for the new era.



Comprehensive solution from PACE's CEO program

PACE's CEO Training Program is designed to address these very challenges and to accompany leaders:

- **Updating leadership mindset and modern management models** to renew and refresh the organization.
- **Connecting a community of CEOs in Vietnam**, sharing experiences, broadening perspectives, and fostering leadership inspiration.
- **Applying AI, data management, and systems thinking in executive decision-making** to act faster, more accurately, and more effectively.

TOP CHOICE FOR BUSINESS LEADERS TO ELEVATE LEADERSHIP AND MANAGEMENT CAPABILITIES

THE FIRST CEO TRAINING PROGRAM IN VIETNAM

A pioneering professional CEO training program with more than 25 years of implementation and strong influence across the business community.

TRUSTED & CHOSEN BY MOST OF BUSINESS LEADERS

An executive development program widely chosen by managers and business leaders, with a high rate of recommendation.

COMPREHENSIVE, PRACTICAL & ENDURING

A comprehensive management solution grounded in real business practice and timeless management principles, with continuously updated case studies.

DELIVERED BY TOP PROFESSIONALS & EXPERTS OF PACE

Combining academic expertise with extensive executive experience, bringing meaningful and practical value to participants.

25+

years of pioneering leadership development and management education for enterprises and society

95%+

positive participant feedback, with strong advocacy across the business community

100k+

organizations have placed their trust in PACE and the authentic learning

THE PROGRAM CONSISTS OF THREE CORE COMPONENTS



Constructed Mindset

Understanding the art of leading oneself and leading the organization in the new era.



Practical Management

Strategy, systems, culture, change management & AI application; Human Resources - Marketing - Sales - Finance - Accounting.



Synthesis & Application

Transforming knowledge into practical action and developing a customized management model for business.

PROGRAM INFORMATION

- ▶ **Total duration:** 30 sessions (equivalent to 90 hours)
- ▶ **Schedule:** Flexible learning formats (evenings or weekends)
- ▶ **Certification:** Chief Executive Officer (CEO) Certificate issued by PACE Institute of Management.
- ▶ **Tuition fee:** 31.500.000 VND (discounted fee for early payment: 29.500.000 VND). Please contact us for the latest promotional offers.

PROGRAM PARTICIPANTS

- Top-level executives, including CEOs, Chairpersons, board members, and directors.
- Middle Managers - Functional directors and managers, chiefs/heads and deputy heads of departments.
- Start-up Founders and Co-founders who aim to build professionally managed organizations from the beginning.



PROGRAM OUTCOMES

- Master **strategic thinking & comprehensive executive capabilities**.
- **Manage people, systems, and organizational change** with agility and effectiveness.
- Strengthen **enlightened leadership, openness in thinking, and emotional intelligence**.
- Build **sustainable growth models** and develop a **strong leadership succession pipeline**.
- Join the **PACE CEO Network**, a lifelong community for learning, collaboration, and leadership growth.

PROGRAM CONTENT

SUBJECT		Duration	
Part I: CONSTRUCTED MINDSET			
Enlightened Learning	2 sessions	6 hours	
Life Management Program (LMP)	2 sessions	6 hours	
Authentic Leader in New Era	1 session	3 hours	
Business Philosophy & Breakthrough Strategy	1 session	3 hours	
Part II: PRACTICAL MANAGEMENT			
Leadership Development	2 sessions	6 hours	
Strategic Management & Execution	4 sessions	12 hours	
Effective Team Management	2 sessions	6 hours	
Corporate Management System	4 sessions	12 hours	
Corporate Culture	2 sessions	6 hours	
Laws on Business	2 sessions	6 hours	
Financial Management for Leaders	2 sessions	6 hours	
Project Management for Leaders	2 sessions	6 hours	
Change Management for Leaders	2 sessions	6 hours	
Part III: SYNTHESIS & APPLICATION			
Program Summary	1 session	3 hours	
Takeaway & Reflection	1 session	3 hours	
Graduation Ceremony	*	*	

Total: 30 sessions - 90 hours

Founded in 2001, PACE is one of Vietnam's most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations' global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in an ever-changing world.

PACE's 3 Core Solutions to relize its mission:

- 1 PACE Training
- 2 PACE Consulting
- 3 PACE Books

PACE ecosystem **includes 8 affiliated schools, 8 member companies, and 8 global partners**, aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through **PACE NPOs**, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



“The CEO Program is designed to cultivate a new generation of entrepreneurs who combine leadership competence and business expertise with cultural depth, humanistic values, and a strong sense of national identity. It nurtures leaders who believe that business is the creation of economic value through responsible and meaningful contributions to society.”

Dr. Gian Tu Trung
Founder, PACE Institute of Management

PACE Building

181-183 Co Giang Street,
Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

PACE Building

341 Nguyen Trai Street,
Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

Hanoi Office

Coalimex Building (Floor 2)
33 Trang Thi Street, Cua Nam Ward
(former Hoan Kiem District)