RBAP 62nd Annual National Convention

LANDBANK President and CEO Gilda E. Pico EDSA Shangri-La Manila May 19, 2015







"New Vision, One Direction, Stronger Organization"





How do we ensure **continued success**?

How do we keep up and get ahead in a world of rapid change?





Nike President and CEO Mark Parker



No room for complacency and mediocrity

"The last thing that we want is to be a big dumb company that feels we can put a swoosh on something and people will buy that," –Nike CEO Mark Parker







IMPROVE & ADAPT CHANGE

CHALLENGE & OPPORTUNITY





INNOVATION

EXCELLENCE

New Vision



VISION (viZHən) Ever- Evolving, Ever-Changing



New Vision



Re-examining the direction of your business:

- \checkmark Keeps the focus on where you want to be
- ✓ Opportunity to pinpoint things that need to be done differently
- ✓ Helps waste effort in doing things that steer you away from your goals and vision





IS YOUR **VISION** STILL **RELEVANT**?

DO YOU STILL WANT TO GO WHERE YOU ORIGINALLY WANTED TO GO?



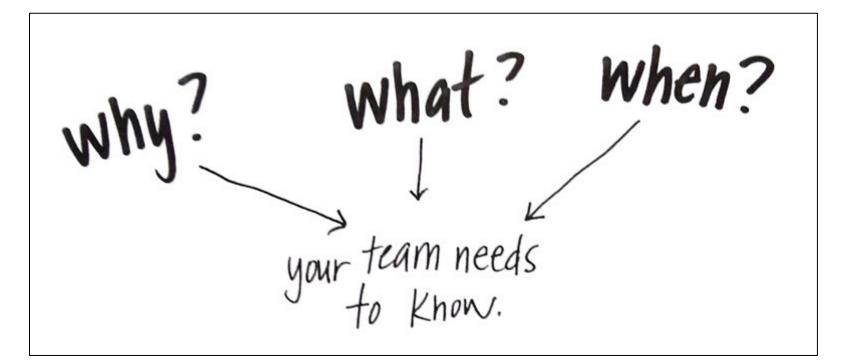
New Vision



The best ideas arrive when you're willing to see and do things differently



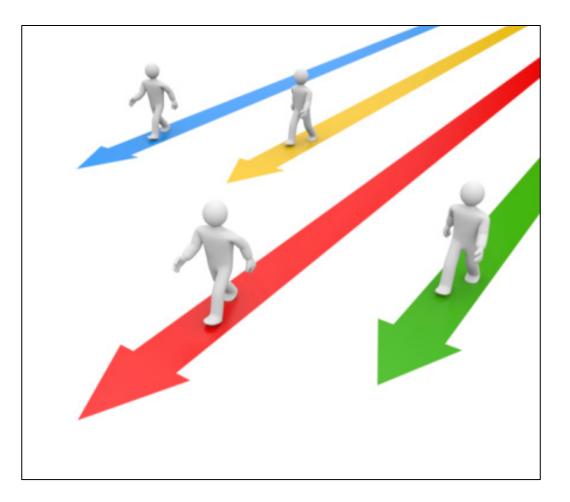
New Vision



Ensure that the vision is shared by every member of the organization



One Direction





One Direction

"WE" not "I" "US" not "Them" "TOGETHER" not "Alone"





One Direction





Strong Organization

Vision + One Direction = **STRONG ORGANIZATION**





Culture of Excellence

Culture of Excellence Create a Mindset





Strong Organization

Culture of Excellence Build the Skills and Competencies





Strong Organization

Culture of Excellence Never Settle for mediocre





The LANDBANK Experience

NEW VISION

By 2018, LANDBANK will be the top universal bank that promotes **inclusive growth** and **improves the quality of life** especially in the countryside through the delivery of **innovative financial and other services** in all provinces, cities and municipalities.



The LANDBANK Experience

NEW TAGLINE



WE HELP YOU GROW.



Thank you for making LANDBANK the Bank of the Year Philippines 2014

The Banket, the world's leading monthly journal of record for the banking industry for the past 90 years has named LANGBANK as the Bank of the Year Philippines 2014.

The Banker

PHILIPPINES

Considered as the Oscars of the banking industry, the award accognized LANDBANK for its strong management, sound business model and prudent risk approach.

An honor on top of a harvest of many others, from our shores and beyon

Thank you to all our clients for helping us grow better and stronger.

Awards and Recognition for 20

C Dutilanding Entreprimery Award - Aula Pacific I

Philippines 2016
 Garbal Instantones Awards Philippines 2014. Global Instantones Stepapore

 Dutitanding Business Systematility Achievement Award, Karlowke Systematil Finance Awards

2 Existencing inhardnestee Development and Groperate Sected Responsibility Awards, Association of Development Financing Institutions in Asia and the Pacific (ADEIAP) Development Awards 2016

LOCAL

C2 2014 Philoppise Best Practice Award for Public Sector by the Philippine Society for Quality, Inc.

Excellence Award for Epology-Friendly Sovernment Offices by the DEMI

13 No. 1 Covernment Securities Eligible Dealer for 2014 by the Europa of the Treasury

Harding Carriery Barn analytic School School School Service

The LANDBANK Experience Bank of the Year Award



Lesson Learned

Service Excellence is not a destination - but a way of life





Lessons Learned

New Vision, One Direction, Stronger Organization





EXCELLENCE

"The result of caring more than others think is wise; risking more than others think is safe; dreaming more than others think is practical; and expecting more than others think is possible." -Ronnie Oldham



Lessons Learned

Excellence is not being the best; it is DOING your best.



Lesson Learned







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