

# RBAP 62<sup>nd</sup> Annual National Convention

LANDBANK President and CEO Gilda E. Pico

EDSA Shangri-La Manila

May 19, 2015



**LANDBANK**  
WE HELP YOU GROW.



**“New Vision, One Direction,  
Stronger Organization”**

# The Pillars of Organizational Success



How do we ensure  
**continued success?**

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

# The Pillars of Organizational Success



**Nike President and CEO Mark Parker**

# The Pillars of Organizational Success

## 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*



# The Pillars of Organizational Success



IMPROVE & ADAPT  
**CHANGE**  
CHALLENGE &  
OPPORTUNITY





# INNOVATION EXCELLENCE



# New Vision



# VISION (viZHən) Ever- Evolving, Ever-Changing

# New Vision

**IMPORTANT**

## Re-examining the direction of your business:

- ✓ 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

# New Vision

IS YOUR VISION STILL RELEVANT?

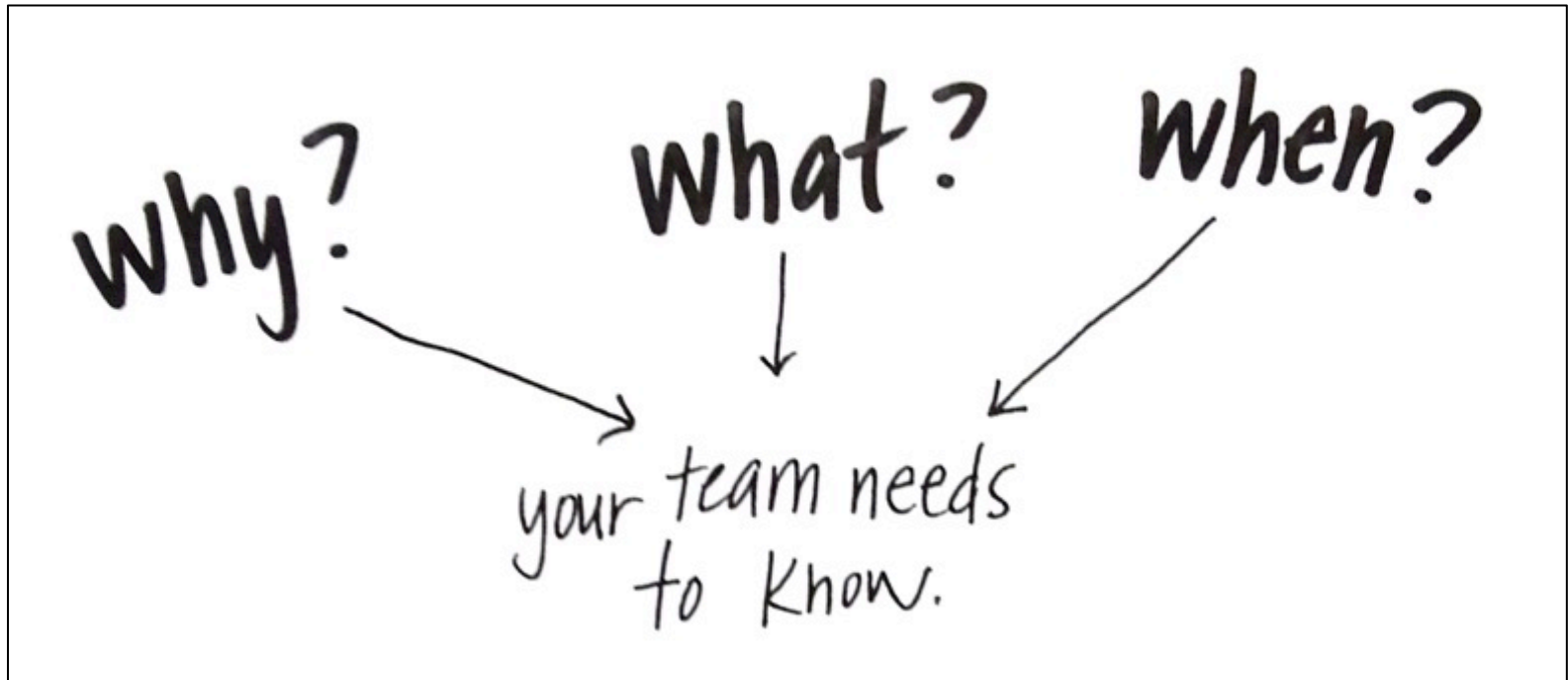
**DO YOU STILL WANT TO GO  
WHERE YOU ORIGINALLY  
WANTED TO GO?**

# New Vision



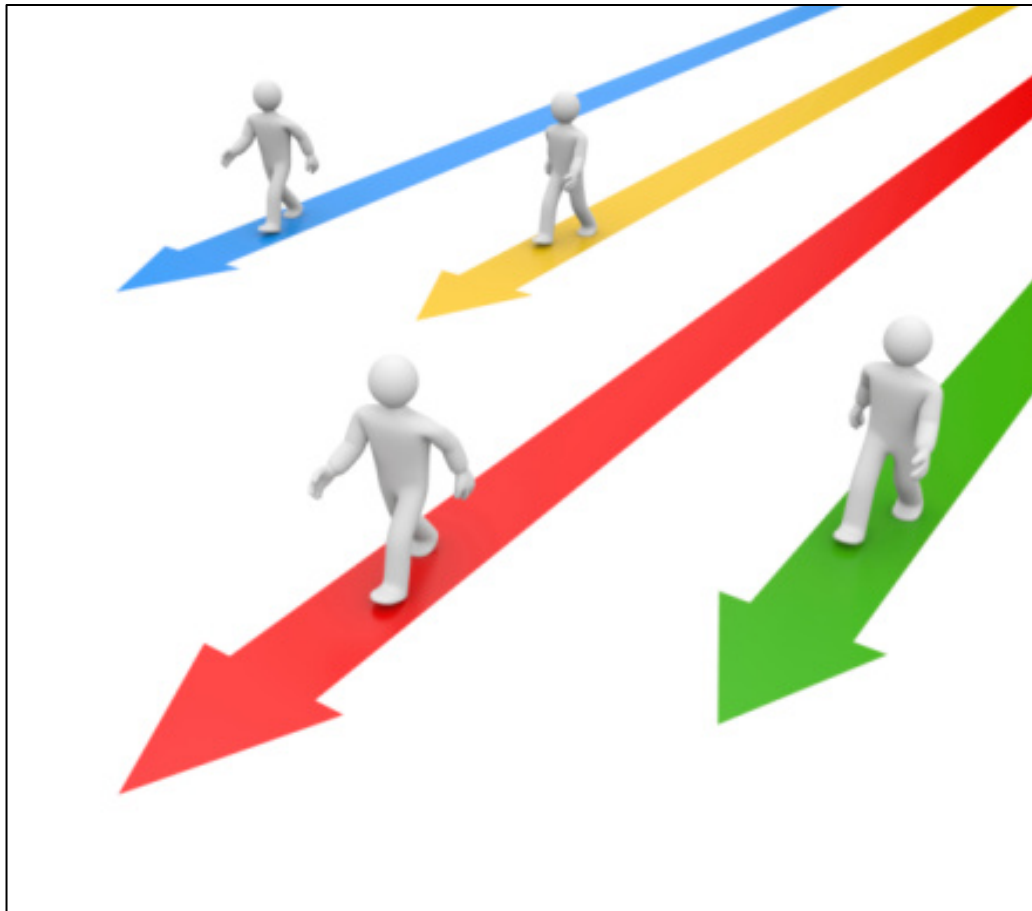
**The best ideas arrive when  
you're willing to see and do  
things differently**

# 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

LANDBANK's Formula:



# 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



# LANDBANK

WE HELP **YOU** GROW.



# The LANDBANK Experience

## Bank of the Year Award



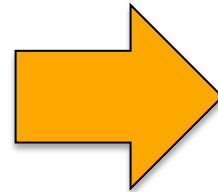
# Lesson Learned

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



# Lessons Learned

New Vision,  
One Direction,  
Stronger  
Organization



Service Excellence



# 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

**THANK YOU**







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