



**Presented during the 3rd Women's Business Summit
March 6, 2014 Mandarin Oriental Hotel, Makati City**

THIRD BUSINESS WOMEN'S SUMMIT COUNCIL PHILIPPINES

'BUILDING A CORPORATE CAREER SUCCESSFULLY'

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OUTLINE:

- I. **SUCCESS TO A WOMAN**
 - **DEFINING/UNDERSTANDING SUCCESS**

- II. **BREAKTHROUGH PERFORMANCE IN THE CORPORATE SETTING**
 - **THE COMPETITIVE BUSINESS CLIMATE**
 - **KNOWLEDGE AND COURAGE**
 - **A ROADMAP OF FAITH**
 - **BUILD TEAMS, BUILD LEADERS**
 - **THE 9 Cs OF LEE IACOCCA**

- III. **LOFTY GOALS AS A FILIPINO WOMAN**
 - **THE ROAD AHEAD**
 - **BEING A GLOBAL FILIPINA**
 - **BEING AN EXEMPLAR FOR GOOD**
 - **SUMMARY**



“Define Success to Create Success:

True success is based on our personal set of beliefs, our values, and the choices we make throughout our lives. As our values and ideas shift, our definitions of success will change, as well.”

- Alissa Finerman, author



THE CORPORATE SETTING

- 2012 study: More women in corporate boardrooms, “C-suites” *
- Filipino women in better position than Asian counterparts
- Still, business a male-dominated arena
- Women need to demonstrate strengths, not wait for discovery
- The balancing game

*Grant-Thornton, International Business Study, 2012



SOME DATA

- Forbes' 2013 Global Billionaires has only 10% women in its list
- Philippine HoR has only 25% women (highest %)
- MAP Management Man of the Year: Only one woman out of thirty-seven (Lilia de Lima)
- Forbes' Top 50 Businesswomen in Asia has only two Filipinas
- Few women at CEO rank (excluding family-owned)



“Women in the Boardroom”

Prof. Dr. Nuria CHINCHILLA*

**Director of the International Center for Work
and Family, IESE Business School**

**IESE Business School :* reference – next 4
slides**

The contribution of women in the world

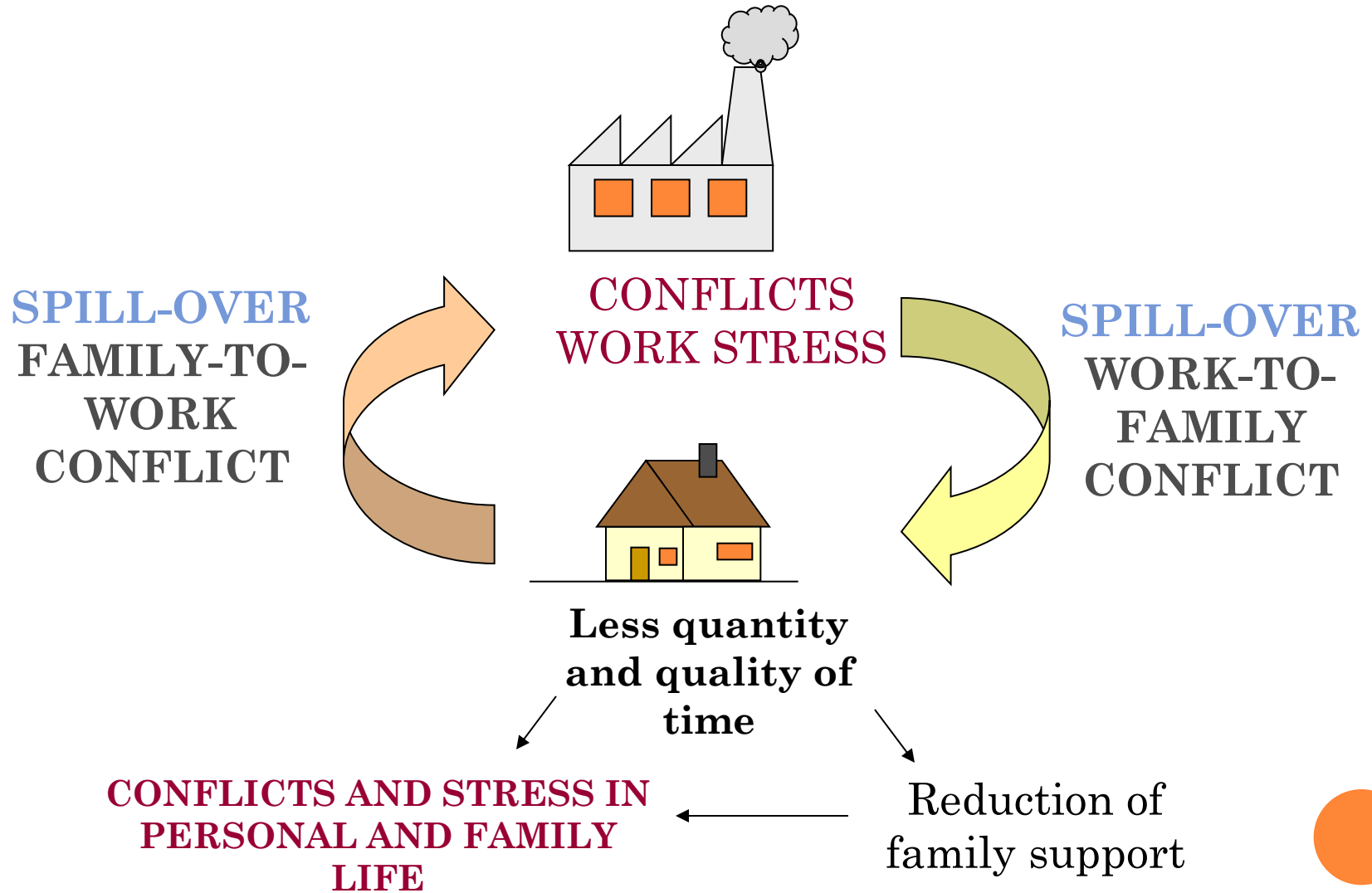
Several studies confirm the correlation between gender equity and competitiveness in a country

- Increased productivity
- Better results for future generations
- More representative decision-making

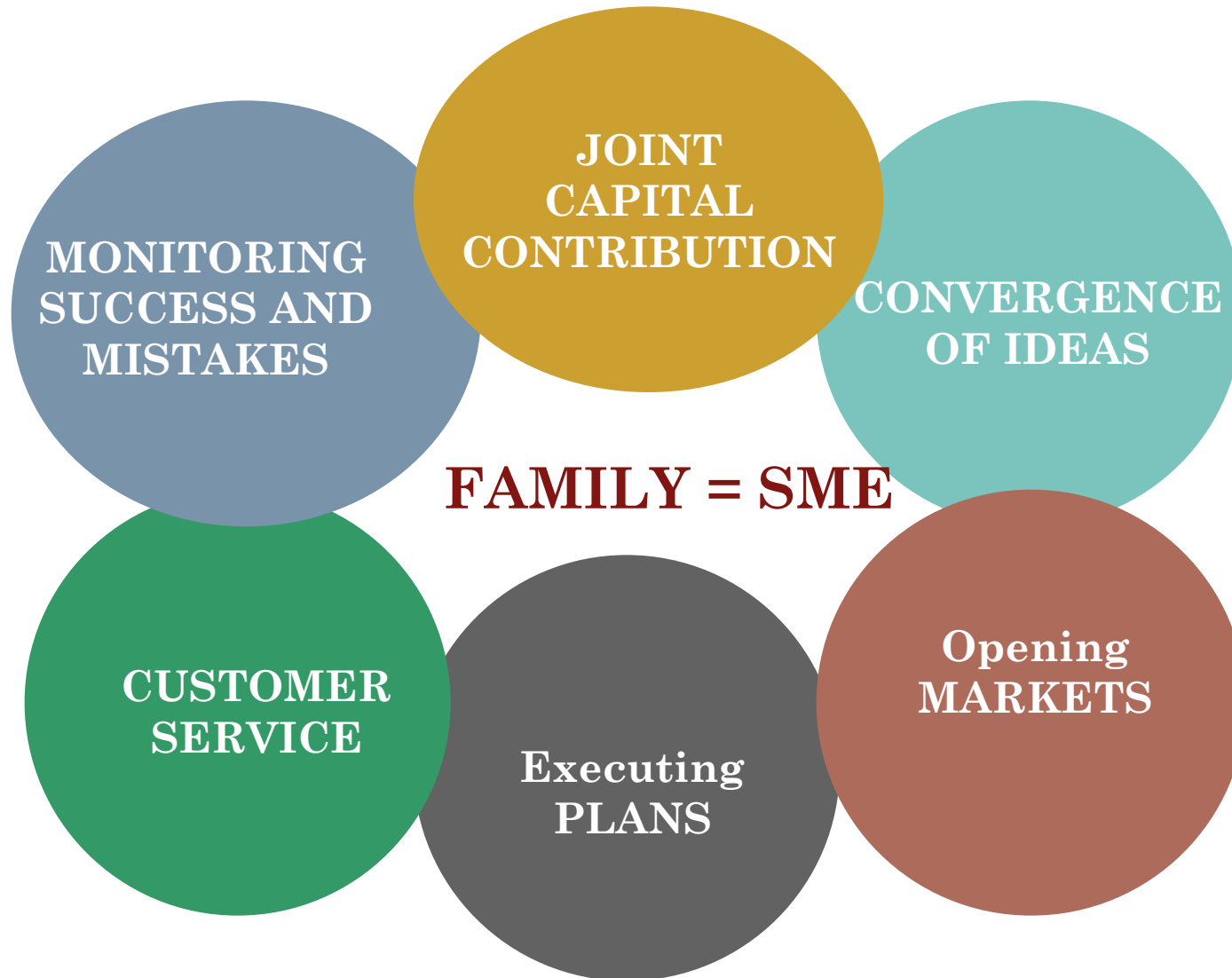


Economic and Social Development

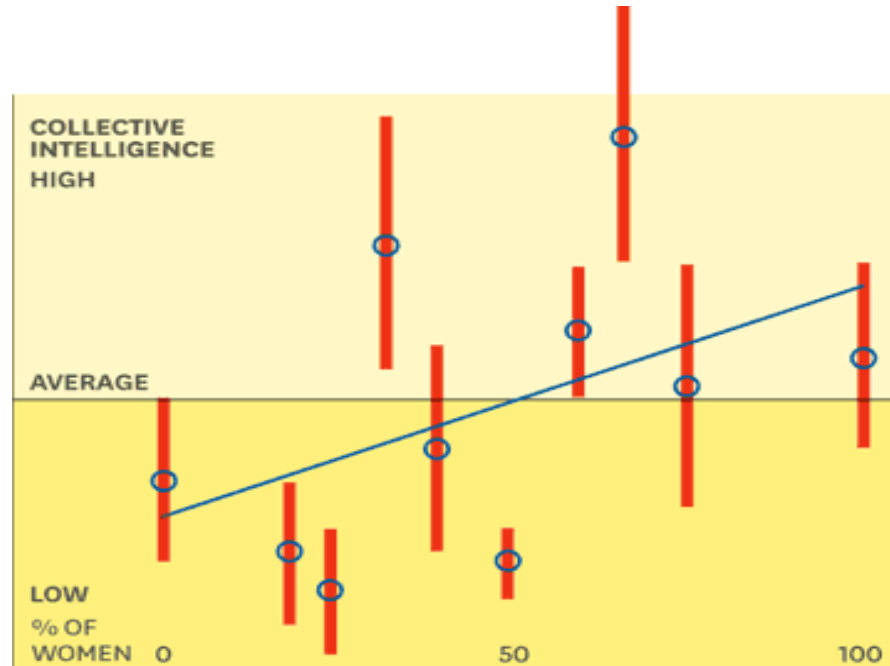
Vicious Cycle of Time



The Family is a school for developing managerial competencies



FROM DR. NURIA CHINCHILLA DIRECTOR OF THE INTERNATIONAL CENTER FOR WORK AND FAMILY, IESE BUSINESS SCHOOL



Harvard Business Review, Woolley and Malone «*What makes a team smarter?: a woman*»

REF. PROF. NURIA CHINCHILLA, IESE BUSINESS SCHOOL,
DIRECTOR FOR INT'L CENTER FOR WORK AND FAMILY (from ICD
Materials)



THE NINE C'S OF LEE IACOCCA*

A SUCCESSFUL LEADER	TRAITS, ACTIONS
1. CURIOSITY	Listens/connects to people
2. CREATIVITY	Thinks outside the box, adapts
3. COMMUNICATION	Speaks honestly, with credibility
4. CHARACTER	Guts to do the right thing (test of character: power)
5. COURAGE	Taking a position (even when it poses risks)
6. CONVICTION	Passion, “fire in your belly” to get something done
7. CHARISMA	Ability to inspire, get trust
8. COMPETENCE	Knowing what you’re doing (and how to do it), problem-solver
9. COMMON SENSE	Ability to reason, see real world

* (*Where Have All the Leaders Gone?*)



THE NINE C's OF A WOMAN

A LEADER ACCORDING TO LEE	A WOMAN'S TRAITS*
1. CURIOSITY	Observes people habits, intuitive
2. CREATIVITY	Uses imagination, resourceful
3. COMMUNICATION	A tutor, a guide, has to explain (language region in the brain is bigger than a man's)
4. CHARACTER	Shows a good example, moulds others, less power-driven
5. COURAGE	Faces home and family challenges, takes a stand
6. CONVICTION	Values, beliefs, good manners start and taught at home
7. CHARISMA	Can empathize, less aggressive
8. COMPETENCE	Multi-skilled, problem-solver
9. COMMON SENSE	Used to day-to-day concerns * (<i>speaker's observations</i>)



WHAT COMPANIES ARE LOOKING FOR:

- Consistent, Excellent Performance (Metrics-Driven)
- Value-Creating Initiatives, Innovative Ideas
- Delivering “Beyond Good” (Make a Difference), Competitive Spirit
- Team Leadership and Team Culture
- Capability to Network, Understand Environmental & Global Challenges
- Ability to Communicate



WISDOM FROM THE 1600's

“Knowledge and Courage take turns at greatness. Because they are immortal, they can make you so.”

- *Father Baltasar Gracian, “The Art of Worldly Wisdom” (translated by Christopher Maurer)*



A ROADMAP OF FAITH :

*FAITH IN GOD, FAITH IN
OTHERS, FAITH IN ONESELF*



BUILD TEAMS, BUILD LEADERS: THE POWER OF ORGANIZATIONAL CAPABILITY

“ LEADERS ARE BUILT ”



SIMPLE PRINCIPLES FOR SUCCESS:

- “KNOWLEDGE AND COURAGE TAKE TURNS AT GREATNESS”
- DEVELOP FAITH THROUGH FAITH
- BUILD TEAMS, BUILD LEADERS



RESPONDING TO CHALLENGES:

- Overcome_Bias with Excellence and Competence
- Break Paradigms with Boldness and Openness
- “Tears Don't Mean Fears”



LOFTY GOALS AS A FILIPINA

- Work Harder for a Better Filipina Image
- Service to the Nation as an Advocacy: True Success
- Same Formula : “Knowledge and Courage”



SUCCESSFUL CAREERS - SUMMARY

- Understand Objectives : What Success Means to You (truly)
- Know More and Deeply; Business Learnings Never End
- Take Initiatives: Bold Moves, “Big, Hairy, Audacious Goals”
- Execute by Leading Effective Teams
- Build Relationships (Internal and External)



KNOWLEDGE & COURAGE

“You are as much as you know, and if you are wise, you can do anything. But, without courage, wisdom bears no fruit.”

-Father Baltasar Gracian



THANK YOU!



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