

Mastering Filipino Culture for Effective Management

- I. The Corporate Perspective:**
 1. The Management Levels and the Inverted Triangle Principle
 2. Maslow's Hierarchy of Needs – The Filipino perspective
 3. Communication and the Organizational Perspectives of Managers
 4. The V-M-V
 5. Leadership and Motivation thru a Value System

- II. CULTURE ELEMENTS**
 1. Explicit Elements: Language, Behavior, Arts
 2. Implicit: Values (morals), Norms (ethics), Beliefs (religious/secular), Ideologies (political), Knowledge (ideas philosophies, etc)
 3. Gert Hoffstede's Culture Dimensions: Cross-Cultural interaction with Expats

- III. USE OF CULTURE in MANAGEMENT**
 1. Communication modes: words, behavior, material objects
 2. The Workers' Context of Time, Space, Events
 3. Culture context that endows meaning to: ideas, behavior and objects

- IV. THE FILIPINO VALUES from a MANAGERIAL VIEWPOINT**
 1. Values – The basis where we recognize, express, and evaluate personal and office behavior. From “Kahalagahan” to “Pamantayan”.
 2. VALUE SETS FOR MANAGEMENT in the OFFICE.
 - 2.1. Expressive and Behavioral characteristics
 - 2.2. Evaluative basis of the Pilipino core values
 - 2.3. Spiritual Values of the typical Filipino as a worker

- V. UNDERSTANDING FILIPINISMS FOR BETTER WORKPLACE COMMUNICATION**

- VI. FILIPINO VALUES IN LABOR-MANAGEMENT RELATONS**
 1. Pakikisama and Makibaka in Labor Management CBA & Disputes
 2. Valuing and Using Hiya and Pakikisama in LR concerns and Negotiations
 3. Familial ties and Malasakit: In Union & Labor Organizations

- VII. USING VALUE STRUCTURES IN THE MANAGEMENT OF PEOPLE and PROGRAMS**
 1. Vision – Mission – Values to move people and organization forward.
 2. Using Filipino Pamantayan in the set up of Corporate Values.
 3. Values Inculcation Activities & Programs
 4. Malasakit Programs: for Customers -- Customer Care & Service
 - : for Co-Workers
 - : for the less privileged; work for the Poor (a Helping Culture)

- VIII. CHANGE MANAGEMENT ACTIVITIES VIA THE CULTURE FILTER**
 1. Actual Best Practice examples

- IX. QUESTION AND ANSWER SEGMENT**