

HR COUNCIL

Mission accomplished: Fedcor's IIP journey

IN October 2005, First Electro Dynamics Corporation (Fedcor) was selected to be one of five companies in the First Philippine Holdings Corp. (FPHC) group to join the journey towards meeting the standards of Investors in People (IIP).

The results of a diagnostic assessment conducted by the Personnel Management Association of the Philippines (PMAP) and some internal Lopez Group HR advisers were dismal and indicated that the journey would be difficult. But the Fedcor competitive spirit and desire to prove itself overwhelmed all doubts and fears. Thus, a commitment to IIP was made and the journey began.

Plans and targets were set and cascaded. Trainings, orientation programs, coaching and other activities were conducted for employees to achieve awareness and grassroots acceptance for IIP. Mock audits were done by various auditors from the HR Council of the



Lopez Group to help the company improve and be IIP standard-compliant.

After the assessment on August 8 and 9, 2006, Janet Webster and Gil Bangalan said they would recommend Fedcor as Investors in People-certified. Mission accomplished!

What has IIP done for us so far? Our people are now cohesive and coordinated. Teamwork is evident as everyone is more aware and conscious of how they can contribute to the attainment of the company objectives and goals.

IIP helped us to reassess our organizational core values. Before, our core values were limited to customer satisfaction, teamwork and family spirit. Now, integrity, care and respect and passion for excellence are included.

IIP helped us define and set our leadership brand—the brand that people expect from their leaders, the brand that the organization leaders should themselves model, the brand that will enable us to get everyone to work toward the company's mission and vision. Our people are now more committed, goal oriented and purpose driven.

Production and sales results were the highest ever recorded in Fedcor's 15 years of existence. In fact, sales and production were more than double than the previous seven-month average. With IIP and other corporate initiatives towards excellence, we are confident that Fedcor's future will be better and brighter.

Since the IIP's "plan, do, review" cycle highlights the involvement of and consultation with the workforce as individuals, Fedcor will continue the journey as we seek ways to better serve the needs of our markets and our people.

PR CHALLENGE

Blogs: If it bleeds, it leads

By Carla Paras-Sison

KEYNOTE speaker Steve Lubetkin, APR (Accredited in Public Relations) told delegates during the 13th National Public Relations Congress that with over 30 million blogs or online diaries on the Internet, the medium has a lot less readers than expected.

"Blogs need extreme positions to get read, hence, like TV programs, blogs have the tendency to be shrill and hysterical. For this reason, political blogs are quite popular," said Lubetkin.

He warned that the influence of blogs is tremendous and often "out of proportion" with respect to readership. Corporate blogs are all the more vulnerable, with a tenth of US companies conducting internal investigations for confidential information published in either the company's official blog or an employee's personal blog.

Two-way communication

Corporate blogging is popular among companies that value real-time, two-way customer communication as a means to improve or maintain their market positions. Chief executive officers Robert Lutz of Gen-

eral Motors and Jonathan Schwartz of Sun Microsystems lead their respective corporate blogs and directly reply to customer feedback.

An emerging trend for communication practitioners is podcasting in which audio material are made available online for pod listening or for downloading. "There are more than seven million subscribers to iTunes which includes podcasts among MP3s. And people download credible content from such providers as *Financial Times*, CNN and National Public Radio," Lubetkin said.

Same job

Philippine Star publisher Max Soliven, also speaking at the PR Congress, told PR practitioners to stick to the basics when dealing with media practitioners, even with the proliferation of new technology and cyber media such as blogs and podcasts.

"Even in what we call the cyber age, journalists have the same job, and that is, to report the 5Ws (who, what, why, where, why) and 1H (how). Help us to get this information. Help us to do our job right. And you will earn our respect, and maybe even our trust," Soliven said.

He described the relationship between PR and media as close and symbiotic, requiring each party to treat the other "fairly and with respect."

New APRs

The PR Congress was organized by the Public Relations Society of the Philippines with the theme, "Mindmap: Charting the Course of PR in the New Media." The event was chaired by Maloli Espinosa of ABS-CBN Broadcasting Corp.

Guest speakers included Matthew Lussenhop of the US Embassy, former Senator Francisco Tatad, Secretary Cerge Remonde, Mel Tiangco of GMA Network, Chito Macapagal of Unilever, crisis PR expert Gina Virtusio and Cris J. Nelson of Philip Morris.

Six PRSP members received accreditation, including Lopez Group PR professionals Marlene Ochoa of Manila North Tollways Corp. and Ritz Ronquillo of Meralco. Ochoa and Ronquillo passed rigorous written and oral examinations to obtain APR status from the PRSP, in addition to completing the required minimum three years of membership and presenting a comprehensive portfolio of their work in PR.

Biz Calendar

Basic Management Program (Nov. 6-24, 2006)
AIM Campus, Makati City
Contact Raul/Yola at 892-4011 loc. 166/526

IABC CEO Excel Awards Ceremony (Nov. 8, 2006)
Philippine International Convention Center, Pasay City

Creative Presentation and Facilitation Techniques (Nov. 13-14, 2006)
MMLDC Foundation Inc., Km. 27, Sumulong Highway, Antipolo City
Fees: P8,800 (Individual); P7,400 (Group of three)
Contact 632-8111

Deadline for nomination—Lopez Achievement Awards
(12 noon, Nov. 15, 2006)
Contact the LAA Program Management at 449-6005 or email
LopezAchieveSec@fphc.com; msrelatado@fphc.com

People@Work Forum: Lessons From the CEO Who Created
Millionaires (Nov. 15-17, 2006)
Equitable PCI Bank Tower 1,
H. V. de la Costa St. cor. Makati Ave., Makati City
Fees: P1,500 (Balcony)/P1,750 (Orchestra)/P2,000 (Patron)
Contact 937-0376/938-2092

Human Capital Management (Nov. 15-24, 2006)
AIM Campus, Makati City
Contact Raul/Yola at 892-4011 loc. 166/526

Business Planning Series (Nov. 20-29, 2006)
AIM Campus, Makati City
Contact Raul/Yola at 892-4011 loc. 166/526

Marketing Strategy Course (Nov. 20-December 1, 2006)
AIM Campus, Makati City
Fees: P75,000 (Phil. resident)/\$2,200 (Foreign participant)
Contact Raul/Yola at 892-4011 loc. 166/526

Focap Forum (Nov. 27, 2006)
With guest of honor Lopez Group chairman Oscar M. Lopez
Rockwell Center
Makati City

Lopez Group Budget Meeting (Nov. 28-29, 2006)
Eugenio Lopez Center
Antipolo City

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