

# THE ASIA CEO

VOLUME 2

NOW AND BEYOND

## THE BLUE OCEAN STRATEGY:

### HOW TO CREATE SUCCESSFUL MARKET POSITIONS

The key concepts and principles of blue ocean strategy.

Find out what keeps you from expanding and making more money, then do away with it.

Examples of blue ocean enterprises that successfully innovated to establish new markets and displace their rivals.

Transcend conventional norms to provide unmatched value to your target market.



DEVELOP UNCONTESTED  
MARKET SPACES AND  
OUTPERFORM THE COMPETITION

# LETTER FROM THE EDITOR

Dear Reader,

**H**ello and welcome to the Volume 2 of our e-Magazine. We hope the first volume provided you with top-notch information, motivation, strategies, tools, and inspiration that will propel you toward success in the dynamic business world.

Like we previously mentioned in the first volume, this e-Magazine will also be surrounded by the five core values that we hold on to.

## A QUICK RECAP

### ***Intellectual Property Alchemy.***

This element encompasses creating intellectual property and positioning yourself as a thought leader in your industry.

***Promotion, Monetization, and Leverage.*** This element focuses on transforming your content into revenue-generating opportunities.

***Operations, Processes, and Systems.*** This element focuses on streamlining businesses' performance effectively.

**MARK ENRIQUEZ**

CEO of iPhiTech





**Personal Mastery.** This element supports you in being your own advocate and helps you get over any doubts or worries that might be holding you back.

**Lifestyle of AWESOME!** The concept of living life to the fullest is embodied in this element. It's about meaningful relationships, travel, adventure, and bright health.

**“BLUE OCEAN STRATEGY IS  
A REVOLUTIONARY BUSINESS  
CONCEPT THAT CHALLENGES  
THE CONVENTIONAL WISDOM  
OF COMPLETING IN  
EXISTING MARKETS.”**

Your feedback, questions, and suggestions are welcome. We want to hear from you because this e-Magazine is for you. Please share your thoughts and suggestions for improving our service.

We welcome you to contribute here at Asia CEO e-Magazine if you have something important to say and a desire to spread the word. Get in touch with iPhiTech or Asia CEO participants to learn more about the fantastic possibilities open to you. We can make a real difference if we work together to use commerce and promote global tranquility.

Take advantage of the helpful information presented in this month's edition and see how it improves your professional and personal life.

To add, we would like to extend our most profound appreciation to our faculty members for their contributions on this second Volume.

**WITH YOUR HELP, WE CAN  
REALLY CHANGE THE WORLD.**

*SO FLIP THE PAGE, AS THERE  
ARE TONS TO UNCOVER...*



## HANS SICANGCO

Tech Intern of iPhiTech

Hans graduated Summa Cum Laude with a Bachelor of Science in Computer Science with specialization in Data Science, Algorithms and Data Structures.

# A TALE OF TWO PASSIONS

In a world that often encourages specialization, I found myself drawn to not just one, but two passionate pursuits that seemed to reside in completely different realms. My name is Hans Y. Sicangco, and my journey is a celebration of the remarkable power that arises when you intertwine your passions, allowing them to harmonize and elevate each other in unexpected ways.



From a young age, I discovered the enchanting allure of music. Musical notes became the threads that wove dreams in my mind, igniting a longing to one day stand on a stage, sharing melodies that resonate with the heart. Simultaneously, I was captivated by the sleek innovations of technology, particularly the seamless world of Apple products. As the years progressed, my fascination with both music and technology grew, setting the stage for a symphony of pursuits that would shape my journey.

My academic path led me to a degree in Computer Science, a field that resonated deeply with my love for technology. But I didn't stop there. I recognized that my passions were not confined to singular avenues. I ventured into courses at renowned institutions like Harvard University and the University of Edinburgh, delving into both music and technology, bridging the gap between seemingly disparate worlds.

Being a member of the AUF Concert Chorus allowed me to see the seamless interplay between technology and music. As the librarian, I took on the responsibility of curating music files and enhancing performances through audio and video editing. The harmonious blend of technology's precision and music's emotion became evident as our performances resonated with a newfound energy.

The greatest revelation was that one passion has the power to enhance another. As I navigated the intricate algorithms and data structures of Computer Science, my connection to music illuminated new pathways of thought. The technical prowess I cultivated in one realm translated into the artistry of the other, enriching my understanding and approach to both disciplines.

As I graduated with **Summa Cum Laude** honors and the title of Valedictorian, the culmination of my journey spoke volumes about the potency of pursuing multiple passions. I realized that being a multi-passionate individual goes beyond the subjects themselves; it's about creating a unique symphony of insights, creativity, and depth that sets you apart.

My story isn't just about technology and music—it's about the courage to follow your heart's desires, even when they seem to pull you in opposite directions. It's about allowing passions to dance together, each contributing its own unique melody to the composition of your life. So, to those who are torn between their own seemingly unrelated interests, I offer this: embrace the symphony of multipassion, for it has the power to orchestrate a life that resounds with purpose, innovation, and endless possibility.



# IPHITECH AND THE JOB OPPORTUNITIES TODAY

How have you been doing in your career recently? I believe you've been experiencing great change with the ways things are done and what the word "*workplace*" means in your field.







Working from home is in while working onsite became just an option for many employees these days. Why? With the **Eliminate-Reduce-Create Strategy** going on today, change occurred in various career paths and the IT industry was not an exemption.

**iPhiTech** embraced this innovation, which permits its employees to work onsite, remotely, or both. Maintaining productivity and a smooth flow of operations with the new structure was initially difficult due to a number of obstacles.

However, these obstacles did not prevent iPhiTech from advancing in its industry. This ultimately led to the creation of new opportunities that the majority of us now enjoy.

# JOB TRENDS 2023

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The digital industry is in a constant state of evolution, shaped by technological advancements, changing consumer behaviors, and innovative business models. As we navigate the digital landscape, several prominent job trends have emerged, reflecting the dynamic nature of this field. Here are five key job trends driving the digital industry today:







- **Data Scientist/Analyst:**  
These professionals extract insights from massive datasets, aiding businesses in making informed decisions.
- **Digital Marketing Specialist:**  
These professionals craft and execute strategic campaigns across various digital platforms, harnessing the power of social media, content marketing, SEO, and paid advertising to attract, engage, and retain audiences.
- **User Experience (UX) Designer:**  
Creating seamless and engaging digital experiences is paramount, leading to a rise in UX designers.
- **Cybersecurity Analyst:**  
With increasing digital interactions, cybersecurity has taken center stage. As data breaches become more sophisticated, skilled cybersecurity professionals are vital for maintaining digital trust.

- **AI and Machine Learning Engineer:**  
AI and ML engineers develop algorithms and models that enable computers to learn from data, leading to applications such as natural language processing, recommendation systems, and autonomous vehicles.

These job trends underscore the transformative influence of the digital age on industries worldwide. Professionals who adapt and specialize in these areas will play a pivotal role in shaping the future of the digital industry. As technology continues to advance, these trends are likely to evolve further, creating new opportunities and challenges for the workforce.

# TRAVEL & ADVENT

iPhiTech  
Representatives'  
Experience





FE  
URE

BEST DIPLOMATS IN  
THAILAND & MALAYSIA





Do you dream of traveling as a diplomat? Of representing your country, negotiating with other nations, and solving global issues? You don't have to be a diplomat to do that. You can join Best Diplomats, an organization that runs diplomatic simulations around the world.

Best Diplomats is an organization that trains aspiring diplomats in communication, leadership, and policy making skills. They partner with other organizations and provide opportunities for young people to showcase their diplomatic abilities. Their goal is to shape the next generation of leaders who can transform international relations and the United Nations.

From April 29 to May 1, Bangkok, Thailand hosted the **"Best Diplomats: Diplomacy Beyond Barriers"** conference. The event focused on the issue of human trafficking and exploitation as a form of transnational organized crime. Representatives from nearly 150 countries attended the conference, which took place at the elegant Prince Palace Hotel.

The conference also provided a chance to explore the diverse attractions of Bangkok. The city offers a mix of historical and modern sights, from ancient palaces and temples to trendy shopping malls and entertainment venues. Bangkok also has a rich cultural scene, with museums, galleries, theaters, and festivals to enjoy.

Philippines-based Web and Software Engineering Company, iPhiTech was a notable attendee at the event.

iPhiTech executives took on the roles of delegates from different countries, each presenting their nation's position, actions, and plans. The CEO became the Delegate for North Korea, the VP of Administration became the Delegate for Canada, the Corporate Communications Manager became the Delegate for New Zealand, the VP of Operations became the Delegate for Spain, and the VP of Product & Technology became the Delegate for Venezuela.

Diplomatic abilities were displayed as iPhiTech delegates collaborated on productive conversations, in-depth analyses, and long-term plans. They demonstrated their leadership by creating and submitting resolutions to address transnational organized crime, including human trafficking and exploitation. Delegates at iPhiTech were applauded for their efforts by their fellow students and faculty advisors.

Many iPhiTech attendees took advantage of their time in Bangkok by touring the city's must-see landmarks. They also tried some of the mouthwatering Thai cuisine that filled the air with its fragrant aroma.

If their story inspires you and you want to join a diplomatic simulation event yourself, you can visit the Best Diplomats website and register for their upcoming events. You can develop your skills, gain knowledge, connect, and have fun while traveling.

Don't miss this chance to experience diplomacy beyond barriers!





# MEET THE PHILIPPINE DELEGATES

The Philippines is known for producing some of the most talented and dedicated individuals in various fields, and diplomacy is no exception. The Philippine delegates who will represent us at the Best Diplomats program are:



**LEA APAL**  
PRESIDENT, BUKIDNON ASSOCIATION  
OF TOURISM OFFICERS



**ATTY. GREG TAYONA**  
CORPORATE LAWYER, PRESIDENT/  
CEO GGT PROFESSIONALS



**APRIL JOY CASONO**  
FOUNDER, AYO WELLNESS  
PHILIPPINES



**JANETTE VARGAS-LUCRE**  
FACULTY, CICT CATANDUANES  
STATE UNIVERSITY



**CARMELO JOHN E. VIDAL**  
GS DEAN/ES DIRECTOR  
UNIVERSITY OF LUZON —  
DAGUPAN CITY



**KENT EDULLANTES**  
STUDENT BODY ORGANIZATION PRESIDENT  
OF COLLEGE OF CRIMINAL JUSTICE  
UNIVERSITY OF CEBU MAIN CAMPUS



**RONNIE D. SODUSTA**  
PRESIDENT, INTERNATIONAL  
ASSOCIATION OF YOUTH AND  
STUDENTS FOR PEACE



**ALIJA TEJADA**  
CHIEF HUMAN RESOURCE OFFICER,  
INTERNATIONAL CARE MINISTRY, INC.



**SHEKINAH GRACIA GULANG**  
STUDENT DEVELOPMENT TEAM LEADER  
FROM THE COLLEGE OF CRIMINAL JUSTICE  
UNIVERSITY OF CEBU



**CHARITY MAE L. MIMIS**  
PRACTICUM INTERN OFFICER OF PUBLIC  
COMMUNITY RELATIONS FROM THE  
COLLEGE OF CRIMINAL JUSTICE  
UNIVERSITY OF CEBU-MAIN CAMPUS



**GEMMA G. ACEDO**  
VPAA CATANDUANES STATE  
UNIVERSITY;



**ROSARIO TORIBIA O. TEMPLO**  
MSDRM; RESOURCE SPEAKER/SUBJECT  
MATTER EXPERT ON COMPREHENSIVE  
LAND USE PLAN (CLUP)



**VAL LOZADA**  
CULTURE AND ARTS CONSULTANT,  
LOCAL GOVERNMENT UNIT OF CLAVER,  
SURIGAO DEL NORTE



**RED STEPHEN VALERA**  
CONTINUING QUALITY  
IMPROVEMENTS SAFETY OFFICER,  
CAPITOL MEDICAL CENTER, INC



**SERHAN C. DARIS**  
PROVINCIAL PUBLIC RELATION OFFICER,  
PROVINCIAL GOVERNMENT OF TAWI  
TAWI, BARMM



*And last but not the least...*

## MARK ENRIQUEZ

**Chief Executive Officer, iPhiTech (The International Philippine Technologies) & HENYODIGITAL; PRESIDENT/OWNER, FILIPINO VIRTUAL NETWORK**

These young Filipinos have been chosen based on their academic achievements, leadership potential, and passion for diplomacy. They come from different backgrounds and regions, but they share a common vision of making a positive impact on the world.

# THE RAPID EVOLUTION OF SOCIETY DUE TO TECHNOLOGICAL ADVANCES

Technology is the problem-solving and quality-of-life-enhancing applications of scientific knowledge and technical expertise. Innovation is the introduction of novel or enhanced processes, techniques, or products, frequently facilitated by technological means. There is no area of human civilization or culture that has not been altered by technological advancements and new ideas.

## MAVERICK DOCTOR

Team Lead

Maverick leads the team to success by contributing to the achievement of the organizational goals and driving sales. With his strong guidance, instruction, training, and leadership skills, he monitors and supervises the team, ensuring maximum performance and success.







## THE MOST RECENT ADVANCEMENTS IN HARDWARE AND SOFTWARE

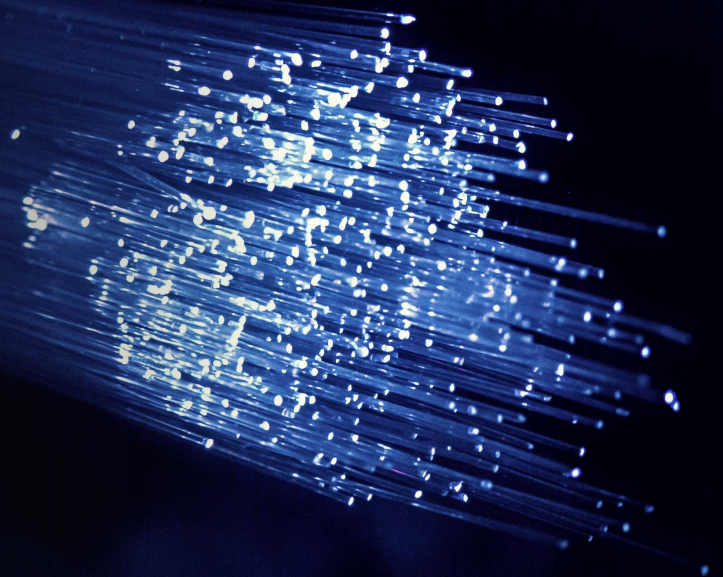
The ever-expanding capabilities of today's technologies create a new possibilities and opportunities for individuals and organizations. These are some of the most cutting-edge technological developments influencing our world today:

### 5G NETWORKS

Fifth-generation (5G) wireless networks are expected to offer improved throughput, lower latency, and higher speeds than their predecessors. Autonomous vehicles, smart cities, virtual reality, and the Internet of Things are some potential new uses for 5G networks.

### CLOUD COMPUTING

Computing services such as servers, storage, databases, software, and analytics are all examples of "cloud computing," which refers to their distribution through the internet. With cloud computing, customers may get to their files whenever they want, from any device, and from any location. Scalability, dependability, and cost savings are further benefits that firms can reap from cloud computing.





# ARTIFICIAL INTELLIGENCE (AI)

To execute tasks that often require human intellect—such as reasoning, learning, decision making, and natural language processing—machines and computers can be programmed with artificial intelligence (AI). Healthcare, education, entertainment, economics and security are just a few of the many fields where AI has found use.

## BLOCKCHAIN

Blockchain is a decentralized ledger that reliably and publicly records transactions without any possibility of alteration. Blockchain technology facilitates direct monetary transactions between individuals by removing the need for centralized authorities like banks or governments to oversee financial dealings. The financial, supply chain, energy, and identification industries are just a few of the many that could benefit from blockchain.

## DEFINITION OF BIOTECHNOLOGY

Applying scientific knowledge to cultivating, modifying, and commercializing biological organisms and their parts. Medicine, farming, the environment, and even manufacturing can all benefit from biotechnology. Disease, starvation, pollution and climate change are just some global problems biotechnology can help solve.

These are only a few examples of the current technological advancements altering society. New technologies continue to emerge, presenting both opportunities and difficulties for society.





# EXPLORING THE FRONTIERS OF AI AND ROBOTICS USING MACHINE LEARNING

Artificial intelligence and robotics are two interconnected fields quickly developing and altering many facets of human existence.

Artificial intelligence, or AI, is the study and development of mechanical and software systems that can mimic human intelligence.

The field of robotics encompasses studying and developing technologies for mobile, interactive robots. Machine learning is a branch of artificial intelligence that aims to automate and refine the process of data analysis and system performance optimization.

Artificial intelligence and robots aren't competing technologies; instead, they complement one another and help each other advance.

Intelligent capabilities like perception, planning, reasoning, learning, and communication are all within reach with the help of AI.

Embodiment, or the ability to feel, think, act, and communicate, is something that robotics can provide artificial intelligence.

Different Subfields, Disciplines, Methods, Applications, and Challenges Comprise AI and Robotics: AI and robotics are not single, unified fields.

Computer vision, natural language processing, speech recognition, machine learning, knowledge representation, etc., are just a few of the many AI subfields that have emerged in recent years. There are many different types of robotics, such as humanoid, social, service, and industrial.

Artificial intelligence and robots have far-reaching consequences for many facets of human life and culture. For instance,

Diagnostics, therapies, operations, rehabilitation, monitoring, etc., could all benefit from using AI and robots in the medical field.

AI and robotics can make learning, tutoring, testing, and feedback more effective.

Robots and AI can potentially improve many aspects of the entertainment industry.

Automation, optimization, creativity, productivity, etc., are just some of how AI and robotics may help businesses thrive.

The advances in artificial intelligence and robotics are also altering us. These new issues require in-depth analysis and discussion because they raise significant ethical, social, legal, and philosophical concerns.

## PAUL ERICK CAMPOS

Success and Resources Manager

Paul oversees the overall planning and resource allocation for the entire team to ensure that all iPhiTech's projects are staffed with the best people for the job. Moreover, he improves the project's overall flow by balancing employees' workload and overcoming resource shortages or late deliveries.



# THE FUTURE

## ROLE OF LEADERSHIP IN AN AI-DRIVEN WORKPLACE

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EMBRACING TECHNOLOGY  
AND EMPOWERING PEOPLE

### MELBOY PANGAN

Consultant, Entrepreneur and Investor

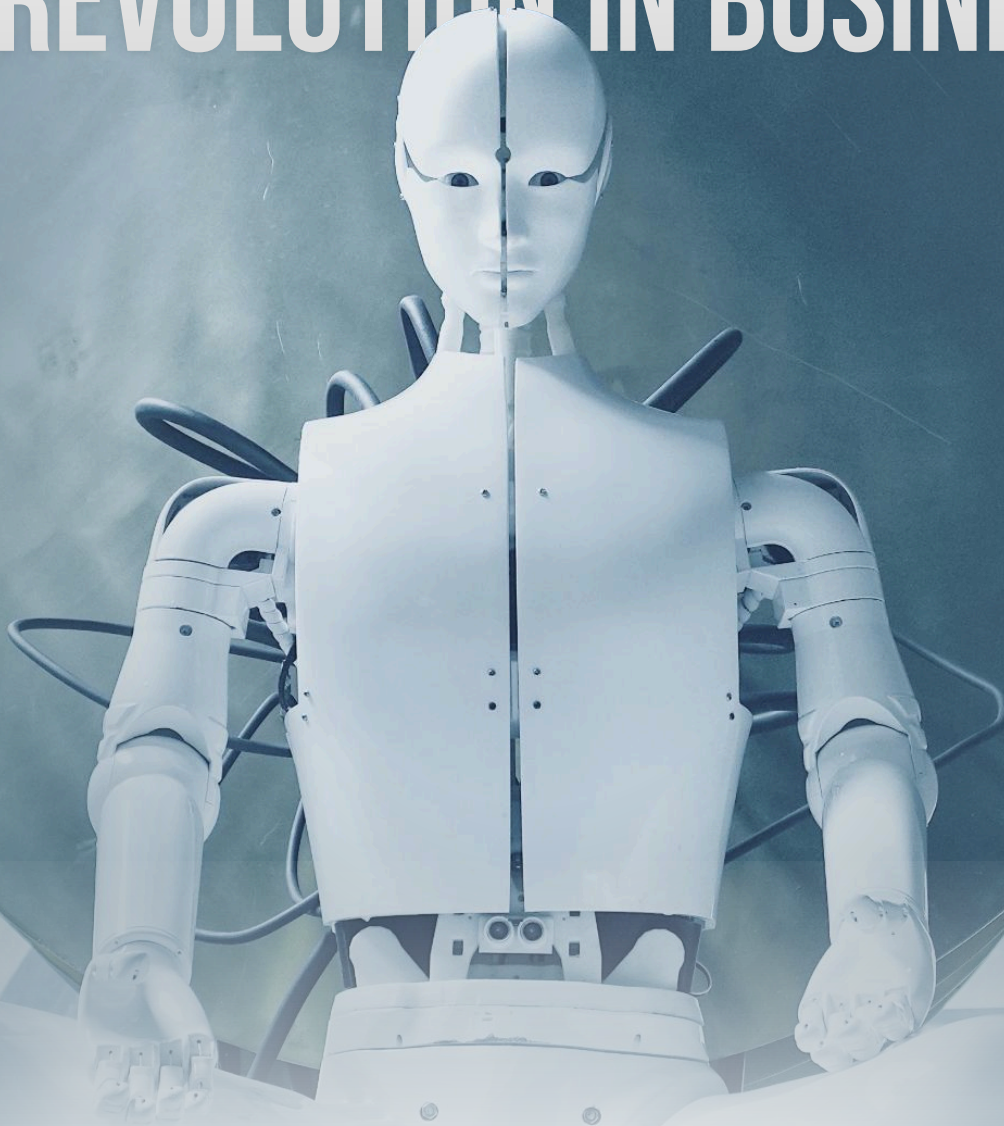
Melboy has an extensive experience in management consultancy and is currently leading the strategy and business development efforts for a rapidly growing shared services company while running his tech startup.

The rapid advancement of artificial intelligence (AI) has brought about significant changes in the business landscape. As organizations strive to stay competitive and innovative, leaders must adapt to the disruptive nature of AI and navigate the challenges and opportunities it presents.





# EMBRACING AI: A REVOLUTION IN BUSINESS



AI has revolutionized many industries, from healthcare to finance, and it continues to disrupt traditional business models. Startups and established companies alike are leveraging AI to streamline operations, improve efficiency, and enhance decision-making processes. The potential impact of AI on businesses is immense, with studies showing that organizations that embrace AI technology experience higher productivity and profitability.

However, to fully harness the power of AI, leaders must first understand its capabilities and limitations. AI is not meant to replace human leaders; instead, it is a tool that can augment their decision-making processes. Leaders need to embrace AI as a strategic enabler, leveraging its capabilities to drive innovation and create new opportunities.



# THE CHANGING LANDSCAPE OF LEADERSHIP

As AI becomes more prevalent in the workplace, the role of leadership is evolving. Traditional top-down decision-making is being replaced by data-driven insights and collaborative approaches. Leaders must adapt to this shift, becoming facilitators of knowledge and enablers of change. They need to foster a culture of continuous learning and experimentation, encouraging their teams to embrace AI technologies and explore new ways of working.

Moreover, leaders must also address the concerns and fears associated with AI. Employees may worry about job security and the potential for AI to replace human workers. It is the role of leaders to communicate the benefits of AI, assuage fears, and provide reassurance that AI is a tool that can enhance, rather than replace, human skills and capabilities.





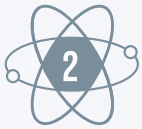
# THE SEVEN ATTRIBUTES OF AI-DRIVEN LEADERS

To succeed in an AI-driven workplace, leaders must possess certain attributes that enable them to effectively leverage technology while empowering their teams. These attributes include:



## Technological Literacy

AI-driven leaders need to have a solid understanding of AI technologies and their applications. They should be familiar with different AI tools and their potential impact on business operations. This knowledge allows leaders to make informed decisions about implementing AI solutions and effectively guide their teams in leveraging AI technology.



## Strategic Vision

Leaders must have a clear vision for how AI can drive business growth and innovation. They should be able to identify opportunities where AI can be applied, set strategic objectives, and communicate this vision to their teams. By aligning AI initiatives with broader business goals, leaders can ensure that AI is integrated into the



## Business Acumen

AI-driven leaders need to have a deep understanding of their industry and the competitive landscape. They should be able to identify how AI can create a competitive advantage and drive business value. By staying abreast of industry trends and developments, leaders can identify AI opportunities and make informed decisions about implementing AI solutions.



## Change Management Skills

Implementing AI technologies often requires significant organizational change. Leaders must possess strong change management skills to navigate this transition successfully. They should be able to communicate the benefits of AI, address employee concerns, and provide the necessary support and resources for employees to adapt to the changes brought about by AI.



## Emotional Intelligence

Empathy and emotional intelligence are crucial qualities for AI-driven leaders. They should be able to understand and address the concerns and fears of their teams regarding AI. Leaders must create a supportive and inclusive work environment where employees feel valued and empowered to embrace AI technologies.



## Collaboration and Communication

AI-driven leaders need to foster a collaborative and communicative work culture. They should encourage cross-functional collaboration and create opportunities for employees to share their ideas and insights. By facilitating open communication, leaders can harness the collective intelligence of their teams and drive innovation.



## Lifelong Learning Mindset

Leaders must have a growth mindset and a commitment to lifelong learning. AI technologies are continually evolving, and leaders need to stay updated on the latest advancements and trends. By continuously learning and adapting, leaders can effectively guide their teams in leveraging AI technology to drive business success.

# EMPOWERING PEOPLE: THE HUMAN ELEMENT IN AN AI-DRIVEN WORKPLACE

While AI technologies offer significant benefits, it is essential to remember that people are at the heart of any organization. AI should be seen as a tool that empowers employees and enhances their capabilities, rather than a replacement for human workers. Leaders should prioritize the development and well-being of their teams, ensuring that they have the necessary skills and support to thrive in an AI-driven workplace.

**To empower people in an AI-driven workplace, leaders can:**



## **Provide Learning and Development Opportunities**

Leaders should invest in training and development programs that equip employees with the skills needed to work alongside AI technologies. This includes both technical skills related to AI and soft skills such as critical thinking, creativity, and adaptability. By providing learning opportunities, leaders can ensure that employees are prepared for the changing demands of their roles.



## **Foster a Culture of Innovation**

Leaders should create a culture that encourages innovation and experimentation. This involves giving employees the freedom to explore new ideas, take risks, and learn from failures. By fostering a culture of innovation, leaders can harness the creativity and problem-solving abilities of their teams, driving continuous improvement and growth.



## **Promote Collaboration and Diversity**

AI-driven leaders should promote collaboration and diversity within their teams. By bringing together individuals with diverse backgrounds, experiences, and perspectives, leaders can foster creativity and innovation. Collaboration enables teams to leverage each other's strengths and complement AI technologies with human insights and expertise.



## **Recognize and Reward Contribution**

Leaders should recognize and reward employees for their contributions to AI-driven initiatives. This can be done through formal recognition programs, promotions, or other incentives. By acknowledging and valuing employee contributions, leaders can foster a sense of ownership and engagement, motivating employees to fully embrace AI technologies.



## **Foster a Healthy Work-Life Balance**

Leaders should prioritize employee well-being and promote a healthy work-life balance. AI technologies can help automate repetitive tasks and reduce workloads, allowing employees to focus on more meaningful and challenging work. By promoting work-life balance, leaders can enhance employee satisfaction and productivity.



# CONCLUSION

Leadership in an AI-driven workplace requires a combination of technological literacy, strategic vision, change management skills, emotional intelligence, and a commitment to empowering people. By embracing AI as a strategic enabler and fostering a culture of innovation, collaboration, and continuous learning, leaders can navigate the challenges and opportunities presented by AI technologies. Ultimately, the success of AI-driven organizations depends on the ability of leaders to leverage technology while empowering their teams, ensuring that people remain at the center of business operations and decision-making processes.



# EXPLORING BLUE OCEAN STRATEGY FOR COMPETITIVE ADVANTAGE

Building collaborative advantage through partnerships with other companies is one of the most successful tactics. The Blue Ocean Strategy, on the other hand, is a different tactic that has become more well-known in recent years. In this article, we'll look at the idea of "blue ocean strategy" and how it can provide firms an edge over rivals and open up new markets. So continue reading if you're eager to discover more about this novel approach to corporate strategy!

## THE BLUE OCEAN STRATEGY IS WHAT, EXACTLY?

The first time the Blue Ocean Strategy was mentioned in print was in 2005 by W. Chan Kim and Renée Mauborgne in their book "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant." According to the principle, businesses should develop new markets (blue oceans) where there is little to no competition rather than competing in already-established areas (red oceans).

The authors contend that corporations can develop blue seas by concentrating on value innovation, which entails developing new goods or services that provide customers with higher value while lowering prices. By doing this, businesses can draw in new clients who were previously ignored or underserved by their current offerings.



# E OCEAN ADVANTAGE

## ABIGAIL CUENCO

Assistant Vice President of Operations

Abigail develops strategies to increase profitability and reinforces organizational values alongside senior leadership personnel; provides insights on company needs through collaborations with Directors or Department Managers; analyzes complex operational data and devise solutions for continuous improvement.



# HOW IS THE BLUE OCEAN STRATEGY IMPLEMENTED?

## THREE ESSENTIAL STEPS MAKE UP THE BLUE OCEAN STRATEGY

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### *ELIMINATE*

Businesses must determine which elements in their sector should be dropped since they are no longer necessary or relevant.

### *REDUCE*

Businesses must choose which elements should be scaled back below industry norms.

Companies must decide which aspects should be elevated above the norm.

### *CREATE*

Businesses must develop novel, previously unattainable factors.

*By doing these actions, businesses can develop a new market niche where they can compete without being directly opposed by established players.*



# BLUE OCEAN STRATEGY EXAMPLES

Cirque du Soleil is one instance of a business that effectively applied the blue ocean strategy. Cirque du Soleil created a new market niche by fusing parts of theater and circus arts to produce an original and cutting-edge experience for viewers rather than competing with traditional circuses, which were finding it difficult to draw audiences.

Southwest Airlines, by providing inexpensive flights to neglected markets and cutting-edge costs through creative operational procedures; created a new market niche.

In light of this, the Blue Ocean Strategy is a revolutionary tool for businesses that want to obtain a competitive edge in the dynamic commercial environment of today. Companies can engage new clients and achieve sustainable growth by developing new market niches where there is little to no competition.

While putting the Blue Ocean Strategy into practice that involves careful planning and execution, the benefits might be substantial.

## A MEETING OF SUCCESS: HOW BUSINESS GROWTH AND NATIONAL DEVELOPMENT FIT TOGETHER

With the help of a careful financial team, iPhiTech makes sure to pay taxes on time and correctly, avoiding penalties and fines. Their compliance affects more than just their balance sheets. By always paying their taxes, iPhiTech is a big part of making sure that important public services and big building projects can be paid for.

iPhiTech's position as a top contributor means much more than just money. It's a sign of commitment, dedication, and purpose coming together. It's a harmony where business excellence and social progress go hand in hand.

Through careful tax compliance, iPhiTech shows that good business practices can change the world. When clients work with this well-known company, they not only get great services, but they also take an active role in helping the country grow and improve as a whole.

As iPhiTech continues to be a shining example of good corporate citizenship, it serves as a powerful reminder that the path of a country's progress is shaped not only by policies and politics, but also by the unwavering commitment of entities that understand the deep implications of responsible taxation. This commitment is what really drives national growth.

# INSPIRATIONAL STORIES

## FROM FOOD TO IT: *HOW ONE MAN'S JOURNEY OF ADAPTABILITY LED HIM TO SUCCESS*

Have you ever wondered how some people switch careers and thrive in new fields?

How do they overcome the challenges and obstacles of such a drastic change?

What drives them to pursue their passions and goals?

This page will share the inspiring story of one man who did just that. His name is Ralph Pe, and he is currently one of the Senior Account Executive of iPhiTech.





# FOOD BUSINESS



Ralph's journey, however, was fraught with challenges. He began his career in the culinary industry.

**RALPH PE**

SENIOR ACCOUNT EXECUTIVE

Ralph grew up in a family that valued education and sacrifice. When he was young, his grandparents offered him a chance to live with them and go to school, while his parents could only afford to educate one of his siblings. He accepted the offer, grateful for their love and support.

He discovered his passion for food and decided to pursue a career in culinary arts. He studied hard and graduated with a degree in culinary arts management. And started a catering business with his uncle, learning the ropes of entrepreneurship and innovation.

# DAIDU RALPH

He also explored the restaurant industry, taking on roles as diverse as dishwasher and manager. Though he loved his work with food, he wanted to expand his horizons.

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Because of his openness and flexibility, he eventually found his niche in information technology. Despite the pandemic, he was able to see how technology aided his internet business. He became an ambassador for TaskUs and gained experience in customer service, group dynamics, and troubleshooting.

He concluded that the IT field would be a good fit for him since it would allow him to put his ingenuity and ability to bounce back from setbacks to good use while also allowing him to make meaningful contributions to the realm of technological advancement.



His life changed forever after he came in contact with iPhiTech. He realized his full potential with the help and exposure provided by the company. Because of this, he could speak his mind and put his plans into action.

He took charge of operations and eventually became a team leader. He also joined a group of people that worked together and whose varied perspectives and skill sets encouraged him.

He attributes much of his success in life to the opportunities and experiences he had while working at iPhiTech. He honed and broadened his skill set by participating in demanding initiatives and partnerships.

Through participation in a dynamic community, he polished his communication, leadership, and teamwork skills. He sparked his motivation to positively impact the world by tying his work to a greater cause.

His profession instilled in him, above all, the value of flexibility. It was a principle that guided his attitude to challenges and enabled him to grasp opportunities. It was a force for change that shaped his growth, enhanced his journey, and empowered him to adjust to new situations in his life and career.

Ralph's life demonstrates how open-mindedness and curiosity may lead to success. He exemplifies that anyone with the will to learn, grow, and persevere may succeed in a new field of work.

We hope that Ralph's story inspires you to pursue your passions and goals, no matter what challenges you may face along the way.



DE  
PE

## PROJECT MANAGER, CHESKA BURRELL'S STORY

Cheska came from a household that prioritized hard work and higher learning. She always had an early interest in technology and computers. She first attended a technical school and learned to repair computer gear, then went to college to Major in Information Systems. It was challenging, but she learned much about information system design, development, and management.

She also worked as a crew at a fast-food restaurant to contribute to her family's income. She managed her time well between school and employment, becoming adept at interacting with clients and coworkers. She became more eloquent and engaging in conversation, which served her well in her professional life.

In her quest to become an IT expert, she encountered several difficulties. She struggled to complete the chores and felt out of place among the other IT specialists. She doubted her decisions and her future and felt like giving up. She questioned whether she was making the most of her abilities and time.

She had found her calling in information technology and was eager to put her skills to use. She yearned to contribute to meaningful endeavors alongside like-minded others. She wanted to work in information technology but needed help breaking in. She lacked credentials, a resume, and contacts. She was disoriented, daunted, and disheartened.

# STORIES OF RESILIENCE FROM

## CHESKA BURRELL

Project Manager

Cheska is responsible for the strategic planning of personnel and resources to guarantee that all projects are completed with a highly-skilled team. By carefully managing employee workloads and rectifying any resource concerns swiftly, our teams experience improved productivity while delivering top quality work.







# IT SAVVIES

She had a life-altering opportunity presented to her by iPhiTech. As part of their internship program, they asked her to join. She was allowed to gain knowledge and experience from them and develop alongside them. They provided her a shot at making a name for herself and advancing her career prospects.

The internship program at iPhiTech was a turning point in her career. She recently realized that creating websites is where her heart lies. She is now proficient in all aspects of website development. She did work that was stimulating, stimulating, and satisfying. She was surrounded by wonderful role models and coworkers who helped her.

She attributes her professional and personal growth through adversity to the encouragement from iPhiTech. They encouraged her as she dealt with challenging situations and customers. They bolstered her confidence when she fell short of their standards or made a mistake. When she was feeling uninspired, they gave her new energy.

She was able to push through challenges and develop as a person by keeping iPhiTech in her mind. She faced the difficulty with fortitude, resolve, and gratitude for the opportunity to grow.

She credits iPhiTech with making her a more admirable person in general. They showed her the value of imparting expertise and wisdom to others. She learned from them how to have an uplifting influence on others. She learned from them what it is to be an effective leader and an attentive follower.

And countless other things that it's impossible to list them all!

As far as she's concerned, honesty is paramount. She makes an effort to be good even when no one is looking. She is trustworthy, reliable, and polite. She remains honest even when it's challenging to do so.



She believes honesty is the key to contentment, joy, and success. It has a beneficial effect on her life.

As her profession progressed, she realized the importance of patience. She used to lack patience and always be in a hurry. She got worse since she wasn't doing things the right way.

She gained much-needed patience from her time at iPhiTech. She learned patience, faith, and appreciation for the process from them. They showed her that the struggle itself ultimately led to her growth and maturity.

The more patient she was, the more she appreciated the little things.

Cheska's life demonstrates how perseverance and inquisitiveness may help one succeed in adversity. She demonstrates that hardship can be transformed into fortitude and vulnerability into growth.

She inspires us to keep trying new things and to have the confidence to follow our dreams.

Cheska's experience encourages you to take risks and live the life you've always imagined.

# JORDAN LOBO

SUBJECT MATTER EXPERT



Even as a kid, he was always quite interested in things like computers and gadgets.

He initially attended a technical school to learn to repair computer hardware before transferring to a university to major in information systems.

It was complicated, but he eventually mastered the art of information system design, development, and management.



He, too, dropped out of school due to financial constraints. No one in his family could afford to pay for his education, and he could not secure financial aid through scholarships or grants. He seemed to have no choice but to abandon his hopes and ambitions.

Back then, he needed a job more than anything. He needed to get a job to support himself and his loved ones and settle their financial obligations. He applied for jobs all across town, but finding one took a lot of work. Being an undergraduate was difficult because many companies only considered applicants with advanced degrees. He thought he was only exceptionally qualified and interesting to some.

He made numerous job applications that were all unsuccessful. He felt like there was no use in living or going on living. Nothing seemed to be getting better for him, and he felt trapped

His interest in addressing problems led him to a career in information technology. He always looked for new issues that would stretch his reasoning and imagination.

He took pleasure in figuring things out and studying.

In IT, he discovered, the focus is on solving problems in a novel way. There was a wide variety of complexity and depth to the IT industry's issues. The ability to think technically, analytically, critically, and creatively was essential for addressing IT issues.

He went into information technology because he wanted to make a difference with his problem-solving skills in the actual world. And became interested in IT and built a career because he enjoyed fixing problems.

He developed professionally, personally, and spiritually during his time at iPhiTech. The ups and downs of his work taught him to maintain a healthy perspective. And improved his efficiency

and effort. Both the quantity and quality of his work increased. His work was stimulating, stimulating, and fulfilling. He was surrounded by wonderful role models and supporters at work.

In his life and work, he encountered several obstacles. He had to learn to be ready for the worst-case scenario. He knew to proceed with extreme caution whenever making any kind of choice. The experience taught him to be on guard at all times. After making inevitable mistakes, he realized the need for humility.

Many opportunities were available to him as well, and he needed to seize them. Every experience taught him to consider the benefits and drawbacks. Risk and profit became constant considerations for him.

He was able to push through obstacles and develop as a person because of his dedication to iPhiTech. It gave him the strength to take on the challenge, the will to see it through, and the appreciation for the opportunity to grow.

iPhiTech shaped him into a more admirable individual. They showed him the value of imparting expertise and wisdom to others. He learned from them how to have an uplifting influence on others. He learned from them how to lead effectively and how to follow others.

Jordan's life demonstrates how being open-minded and adaptive may lead to positive changes. He proves anyone can transition from mediocrity and boredom to achievement and satisfaction.

Through his own tenacity and bravery, he demonstrates that it is possible to follow one's true calling in life.

Jordan's example may motivate you to make positive changes in your own life.



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REPUBLIKA NG PILIPINAS  
ANG SALAPING ITO AY BAYARIN NG BANGKO SENTRAL AT PINANANAGUTAN NG REPUBLIKA NG PILIPINAS  
PINAGPALA ANG BAYAN NA ANG DIYOS AY ANG PANGINOON  
A A 9 9 6 2 3 4 9

*Rodriguez*  
RODRIGO ROA DUTERTE  
Pangulo ng Pilipinas

Tagapangulo ng



# FINANCIAL PLANNING TIPS AND MONEY-SAVING STRATEGIES TO HELP YOU REACH YOUR GOALS



**JOHN MARK GAYETA**  
Assistant Vice President of Administration

1. **Record your expenses:** The first step to start saving money is figuring out how much you spend. Keep track of all your expenses—that means every coffee, household item and cash tip as well as regular monthly bills. Record your expenses however is easiest for you—a pencil and paper, a simple spreadsheet or a free online spending tracker or app.
2. **Include saving in your budget:** Now that you know what you spend in a month, you can begin to create a budget. Your budget should show what your expenses are relative to your income, so that you can plan your spending and limit overspending. Be sure to factor in expenses that occur regularly but not every month, such as car maintenance. Include a savings category in your budget and aim to save an amount that initially feels comfortable to you. Plan on eventually increasing your savings by up to 15 to 20 percent of your income.
3. **Find ways to cut spending:** If you can't save as much as you'd like, it might be time to cut back on expenses. Identify nonessentials, such as entertainment and dining out, that you can spend less on. Look for ways to save on your fixed monthly expenses, such as your car insurance or cell phone plan, as well.
4. **Set savings goals:** One of the best ways to save money is to set a goal. Start by thinking about what you might want to save for—both in the short term (one to three years) and the long term (four or more years).
5. **Determine your financial priorities:** After your expenses and income, your goals are likely to have the biggest impact on how you allocate your savings. Be sure to remember long-term goals—it's important that planning for retirement doesn't take a back seat to shorter-term needs.

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6. **Pick the right tools:** If you're saving for short-term goals, consider using these FDIC-insured deposit accounts:
  - Savings accounts
  - Certificates of deposit (CDs) For long-term goals consider:
  - FDIC-insured individual retirement accounts (IRAs)
  - Securities like stocks or mutual funds These vehicles aren't right for everyone, so be sure to do your research before committing to any one method.
7. **Make saving automatic:** Almost all banks offer automated transfers between your checking and savings accounts. You can choose when, how much and where to transfer money or even split your direct deposit so a portion of every paycheck goes directly into your savings account<sup>1</sup>.
8. **Watch your savings grow:** Check your progress every month. Not only will this help you stick to your personal savings plan but it also helps you identify and

# THE IMPORTANCE OF MAINTAINING A GOOD CREDIT HISTORY WITH BANKS TO YOUR COMPANY

A solid relationship with financial institutions is crucial to our web and software engineering company success. Did you realize that our standing with financial institutions is equally important to your company's success?

We at iPhiTech are pleased to boast an excellent reputation among banking industry professionals; this can provide you an edge in the marketplace. Here, we'll break down what it means to have a solid banking connection and how it may help your company succeed.

When banks have confidence in you, they show it by giving you more favorable loan terms. To them, you are a trustworthy and trusted partner because of your stellar reputation in the market. These include a high Credit score, a track record of on-time payments, and a comprehensive business plan. When banks are willing to invest in your company, it paves the way for development and growth.



A glass jar is tipped over, spilling various coins onto a textured, light-colored surface. The coins are of different denominations and are scattered around the base of the jar. The background is a dark, textured surface.

# MAINTAINING WITH

Having a solid financial history is advantageous in many ways. One benefit is that it can help you get the money you need faster. Various financial tools are available to help businesses expand, such as loans, lines of credit, and more. Financial institutions are more willing to extend credit to reputable companies, which can result in cost savings

Second, building rapport with financial institutions helps enhance your company's credibility. Banks are more inclined to endorse your company to new customers and business partners if they see that you are financially stable. If you do this, you can raise your profile and potentially attract new clients.

# EMPOWERING CAREER

**WAYNE PASTORAL**

Subject Matter Expert

**TOP 5**  
JOB SEARCH TIPS

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# DEVELOPMENT IN THE PHILIPPINES

Developing one's career involves a never-ending cycle of learning new abilities, gaining work experience, and discovering uncharted paths. The Philippines is home to a wealth of tools designed to aid job seekers and those looking to advance their careers.

## NUMEROUS PATHS EXIST WITHIN THE PHILIPPINES FOR ADVANCING ONE'S PROFESSIONAL STANDING. HERE ARE THE TOP 5 JOB SEARCH TIPS THAT YOU CAN EXPLORE :

To help Filipinos gain access to the digital world of chances as virtual assistants, FILVAN has emerged as a dynamic Virtual Assistant work portal powered by iPhiTech.

Visit the **Filipino Virtual Assistant Network (FILIVAN)** on Facebook to learn more about the services they offer and how they may help you achieve your professional goals.

One alternative is "**Online Philippines**," a comprehensive hub offering Filipinos digital routes to success through programs like web development and virtual assistant training.

They also offer eBooks that can help you start your Freelancing Career. You can learn more about how they can help you achieve your professional goals by perusing the information provided on their website **[www.on-philippines.com](http://www.on-philippines.com)**

### 01 CREATE A PLAN

Determine what industry you want to work in, what types of roles you're looking for, your ideal salary range, and what type of company you want to work at.

### 02 DIVERSIFY WHERE YOU LOOK

There are many resources for finding jobs, especially online. By diversifying where you look, you may find opportunities you would otherwise miss.

### 03 UNDERSTAND YOUR INDUSTRY

Research the industry you want to work in and learn about the skills and qualifications required for the roles you're interested in.

### 04 ATTEND SEMINARS AND WORKSHOPS

Research the industry you want to work in and learn about the skills and qualifications required for the roles you're interested in.

### 05 JOIN PROFESSIONAL ORGANIZATION

Joining professional organizations can help you network with other professionals in your field and learn about new opportunities.

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CREATIVE LEAD

**KIM HARVEY TUAZON**  
MULTIMEDIA DIRECTOR

# MEET OUR MULTIMEDIA

We believe that creativity is the key to innovation. Our team of creative individuals are not only skilled and experienced, but also passionate and innovative. They are always ready to take on new challenges and exceed expectations. In this section, you will get to know more about each member of our team and their respective roles. We hope you enjoy meeting our creative team as much as we enjoy working with them.



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**ASIA CEO**  
HIGHLIGHTING LEADERSHIP EXCELLENCE

Asia CEO Forum Is The Largest And Only National Business Event Series In The Philippines. The Region's Most Senior Leaders Join Us For Events In Key Cities Across The Country. Presenters Are Leaders In Their Industries And Engaged In Momentous Pursuits Of Significance To The Asia Pacific Region. Our Events Serves As A Hub For Relationship Building And Business Growth.