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# World-Class Service & Execution

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## Philippine International Banking Convention Transaction Banking

20 October 2011, Manila

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"Knowledge is power, community is strength and  
positive attitude is everything"

Lance Armstrong

# World Class Transaction Banking



- **Good News:** Asia and the Philippines are naturally...
  - Tailors. Firms and Individuals look to provide products and services that precisely fit customer's budgets and needs
  - Willing. Firms are willing to change style, image even line of business, if they sense a market opportunity
  - Flexible. With the fluidity one finds today, the business environment expects and supports change and it is tolerant of uncertainty
  - Agile and Catching up. Firms are young, organizational structures are flexible, and there's an urgency in their efforts to grow
- **Good News:** Ideas, feedback, and examples are everywhere...
  - Innovators – technology & service firms, consultants, & individuals
  - Case Studies
  - LinkedIn Groups & like forums
  - Conversations (Service, Sales, Conferences, Behavior, Actions)

# Challenges

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- **You / Me**
- **Culture**
- **Investments**
- **Yesterday**
- **Complexity**
- **Priorities**
- **Understanding**
- **Uncertainty**

# Part of the Answer: Transformation in & at every level

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- Transformation is linking hearts with the minds
- Define the target (less is more)
- $3 \rightarrow 12 \rightarrow \infty$
- Milestones are more important than the destination
- Evolution & Innovation: Building on what works (existing best practice)
- Speed is not the real story
- Diversity with Purpose always win
- Actions tell the Story

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