MAP The MAP MEMO
MANAGEMENT ASSOCIATION OF THE PHILIPPINES
ISSUE NO. 24 | APRIL 2024 | MAY

WHAT'S INSIDE

Mapping the Future
Foxmont's Philippine Venture Capital Report 2024
MAP Theme 2024 MAP Vision, Mission and Core Values
Forthcoming MAP Events MAP Talks on YouTube
April Birthday Celebrants

MAPPING THE FUTURE
COLUMN IN INQUIRER

MAPPING THE FUTURE COLUMN IN INQUIRER

"What Each Filipino Can Do to Help Build Dream Philippines"
By **DR. REX G. CRUZ, MBA**
President, Dr. Rex G. Cruz and Partner in CEO and Shared Prosperity, and Vice Chair of the Center for Excellence in Governance (CEG)

(First of two parts)

In continuation of my article last Jan. 11 and Feb. 29, the 29 strategic objectives that the Philippine Business Community (PBC) has formulated have been updated with some suggestions on how each Filipino can contribute.

Continue reading

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COLUMN IN BUSINESSWORLD

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"Food Security: The Other Paradigm"
By **Dr. DIET A. JUNIA**
Co-Chairperson of the MAP Environment Committee, Member of the Board of Trustees, Philippine Institute of Traditional and Alternative Medicine (PITAM) and Vice President of the ASEAN Coffee Federation

Many economists think of scale and clustering as the only way to be food secure. Entrepreneurs tend to think differently.

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Foxmont's Philippine Venture Capital Report 2024

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MAP THEME

A management association is an organizing structure, with global orientation, enhancing the quality of life of its members and their communities through relevant leadership.

It has both inner meaning and purpose for knowing who it is and what it stands.

INNER MEANING AND PURPOSE

Inner meaning is the sum of the beliefs, values, and principles that underpin the organization's existence and guide its decision-making and actions. It encompasses the organization's core identity and its deeper purpose beyond mere profit. The inner meaning and purpose of a management association typically revolves around fostering professional development, promoting ethical standards, facilitating networking and collaboration, and advocating for the interests of its members in the broader business community.

OUTER MEANING

Outer meaning refers to the tangible and visible aspects of the organization that are perceived by external stakeholders. It encompasses the organization's reputation, brand image, and the tangible benefits it provides to its members and the broader community. The outer meaning of a management association typically involves organizing events, conferences, and workshops, providing educational resources and training programs, advocating for industry standards and regulations, and engaging in community outreach and philanthropy.

ONE AND SEAMLESS ORGANIZATION

The inner meaning and outer meaning of a management association are interconnected and mutually reinforcing. The inner meaning provides the foundation for the outer meaning, guiding the organization's actions and initiatives that are perceived by external stakeholders. The outer meaning reflects the organization's commitment to its core values and principles, demonstrating its relevance and impact in the broader business community.

RELEVANT LEADERSHIP

Relevant leadership in a management association involves leaders who are deeply aligned with the organization's core values and principles, demonstrating a commitment to upholding ethical standards and promoting professional development and networking opportunities for members. These leaders exhibit strong communication skills, foster collaboration and engagement among members, and leverage their expertise and influence to advocate for the interests of the association and its members in the broader business community.

2024 MAP VISION, MISSION & CORE VALUES

FORTHCOMING MAP EVENTS

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