



## ANCHOR ON YOUR CORE VALUES, PURPOSE & PRINCIPLES!

That was Nina Aguas' big advice during the Professional Talks Series 3: EMPOWER Women@Work event held last 28th of January at 7107 Flavours. Nina, a highly successful business & banking leader, identified **honesty, hard work and ownership, humility and generosity** as most important, and considered herself anchored on her Catholic faith and on her Filipino-provincial values.

Nina also regarded herself a dreamer, and she said, **"If you really believe in your dream, nature conspires to fulfill it."** Armed with this strong belief in her dream, Nina rose above her humble beginnings to become one of the top women business leaders in retail and private banking. She has successfully managed global, regional and country level businesses and operations in large global companies across developed and emerging markets in Asia-Pacific and the US. Yet above all Nina credited her **innate authenticity, positivity and energy** as blessings that helped her managed such large-scale businesses.

Throughout the event, Nina often referred to listening to the **"language of the heart."** She said, "When you have a heavy heart, you can't get to work." She believed in not compromising core values, and in attaining inner peace, even if that would mean saying 'goodbye' to a job/company.

*(Continued in page 3)*

## "Anchor on Values, Purpose & Principles"

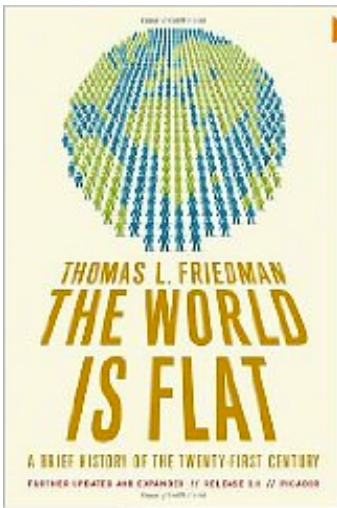
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# THE WORLD IS FLAT

## By Thomas Friedman

The first 50 pages of the book (out of 600+ pages) have already made me fully appreciate the flattening of the world, and how and why the flat world has become so important in today's highly connected world.

A big personal learning is the importance of collaboration in today's very competitive world. With the Internet and social media revolution, there is no doubt that the power of business and companies are shifting to the individuals – and it's up to us individuals **“to collaborate with others globally.”**

### POWER BOOK & TOOLS

Recommended by  
Elaine Cercado

As Thomas Friedman wrote in page 11, “Individuals from every corner of the flat world are being empowered. Globalization 3.0 makes it possible for so many more people to plug in and play, and you are going to see every color of the human rainbow take part.”

Friedman identified the 10 flatteners, which included trends like work flow software, uploading, outsourcing, offshoring, supply chaining, among others. Throughout the book, Friedman used examples and anecdotes from his travels and experiences around the globe, which effectively illustrated the flat world we live in. A highly recommended, relevant book to read indeed!

## Recommended WEBSITES & BLOGS

**Mindtools.com** is a great resource for personal and professional empowerment. They provide e-courses, e-newsletters and community-shared practices and other information to build and develop “essential skills for an excellent career.”

Last February, one of their newsletters featured “Do What's Right!” which I thought contained articles that were relevant to our theme for this e-bites issue.

**“Authenticity: How to be true to yourself”**

<http://www.mindtools.com/pages/article/authenticity.htm#np>

**“Preserving Integrity: Consistently making the right choices”**

<http://www.mindtools.com/pages/article/integrity.htm#np>

**“Ethical Leadership: Doing the right thing”**

[http://www.mindtools.com/pages/article/newLDR\\_58.htm#np](http://www.mindtools.com/pages/article/newLDR_58.htm#np)

# ANCHOR ON YOUR CORE VALUES, PURPOSE & PRINCIPLES

(Continued)

By Elaine Cercado

## POWER NOTES

*“Values should be anchored in principles so that your life will have a changeless core and inner source of security, guidance, wisdom and power.”*

- Stephen Covey

(Continued from page 1)

### **On blending & standing out**

*“Where do I as an individual fit into global competition and opportunities of the day, and how can I, on my own, collaborate with others globally?” (Thomas Friedman, *The World is Flat*)*

Nina’s concise advices: **Speak up! Raise your hand! Expand your network!** Sadly, not speaking up is sometimes seen as incompetence. Nina said.

Our four other distinguished panelists also gave the following practical tips:

- **Communicate well!** *Listen, pause then comment (don’t react too fast). Empathize.*
- **Be personal!** *Touch the human heart. Show you are a finely Filipino ☺! Make a difference!*
- **Excel!** *Focus on your core competencies. Find your passion and shine through. Synergize- understand what others in your team can deliver and contribute your best to achieve team goals.*

### **On achieving adaptability, agility & success**

*“To endure, you need to continuously adapt, improve or change rapidly. You also need to communicate clearly and consistently – upward, sideward, downward. Maximize every challenge and opportunity to develop and prepare your self for bigger roles and responsibilities.” (Elaine Cercado’s Power Notes/Blog, 2008)*

Nina pointed out the reality that achieving success in today’s turbulent world is very challenging. When asked how could one be secure at work, Nina’s answer was “no one is secure.” One could and

should learn to ride through the times.

A case in point – there are more men than women in the boardroom, and for the same top executive position, women are paid lower than men. Her words of wisdom: **Just keep going! Fight it out! Live your life through your eyes! Project self-confidence!** If there’s one advantage women has, it’s charm!

Our other distinguished panelists shared very wise advices:

- **Understand yourself – your values and priorities.** *Learn to say “not now.”*
- **Know what you know and what you don’t know.** *Ask help. Don’t pretend. Don’t be afraid to “fail forward.”*
- **Prepare for every occasion.** *Singaporeans are known to be thinkers, want data/facts, and have the kiasu and kiasi mentality.*

### **On anchoring values in a modern & changing society**

*“Values should be anchored in principles so that your life will have a changeless core and inner source of security, guidance, wisdom and power.” (Stephen Covey)*

Nina’s key question was **“What matters most?”** She said that no one should be so worried about money that one couldn’t walk away from it. Throughout the talk, Nina kept saying, **“Listen to your heart!”** – an indication that the answer to ‘what matters most’ could be found somewhere there.

# ANCHOR ON YOUR CORE VALUES, PURPOSE & PRINCIPLES

(Continued)

By Elaine Cercado

## POWER NOTES

*"The quality of your life will be in direct proportion to the types of relationships you choose to build."*

- Mick Ukleja

*(Continued from page 3)*

Other values considered important by our panelists were: integrity, passion, excellence, being engaged, integrity, honesty, respect, and humility. They all agreed such 'old-fashioned' values were non-negotiable.

### ***On building & securing personal wealth***

*"As we work hard, we should make sure that your efforts do not go to waste. At the same time, we should define our priorities and decide what will make us happy. If we thoughtfully reflect, happiness may be simple and being financially sound just becomes the icing on the cake." (Roland Pagdanganan on Money Management, F Magazine, 2011)*

All the panelists, including Nina, shared the same advice: **Live within your means. Don't spend more than you earn!**

More specific advices included:

- **Use credit wisely**
- **Look at your investments.**  
*"Don't go into instruments you don't understand." (W. Buffet)*
- *If you are helping out family members / relatives –* **make recipients accountable** *(so they would value the money)*
- **Say no to vices** *(gambling included)*
- **S.I.S.S.** *(save, invest, share, spend – in that order)*

### ***On finding true love at the right time and place***

*"The quality of your life will be in direct proportion to the types of relationships you choose to build." (Mick Ukleja, author)*

Indeed, this was one of the most interesting parts of the event – as Nina has put it, **"The heart (love) is a global language."**

Nina's advices about building and sustaining relationships: **Don't substitute human interaction with Facebook and twitter! Understand the impact of smile and thank you! Follow the golden rule (treat others how you want to be treated)!**

Nina's advices to those looking for love: **Let love find you.** To put it romantically, "Life is living – for someone who lives because of you." For love to find you, you must present yourself as "lovable."

Here are some tips from our panelists on how to be lovable:

- **Be a good listener!** *Don't go into solution mode! Don't be preachy!*
- **Stay pretty! Be confident!**

When asked what they considered as critical success factors in relationships, the panel enumerated: time, honesty, communication, reliability, grace, respect, sincerity, reaching out, and giving attention.

Each woman who attended the event had her "tapau" (takeaway package) – be it about career or personal development, financial or relationship management. But what is essential to all aspects is the anchor. **Find your anchors –your core values, purpose and principles – and be firm with them. Once you are firmly anchored, you are strongly empowered!**





VIBRANT NETWORKING



INSPIRATIONAL TALK by MS. NINA AGUAS



ENGAGING PANEL SHARING



**EVENTS**

**Empower Women@Work**  
 Talk.Panel.Networking  
 LEARN. BE INSPIRED. BE EMPOWERED!

28 Jan 2012  
 7107 Flavours, Marina Sq

Guest of Honor:  
**Ms. Nina Aguas**, Most Recently MD-ANZ

Panelists:  
**Ms. Che Yaneza**, AVP-MediaCorp  
**Ms. Marge Pagdanganan**, MD-Citibank  
**Ms. Paulette Lirio**, MD-PDLC Asia  
**Ms. Cecilia Beltran-Chiew**, Director-Anixter

Moderator:  
**Ms. Elaine Cercado**, MD-DPU Management Consultants

## EMPOWER MENTORING PROGRAMS

### **W@W (Women at Work)**

- Ideal for new / experienced professional women, or working moms, or women who are shifting careers
- Focus is on finding passion & mission, balancing, and empowering self & others

### **YP@W (Young Professionals at Work)**

- Ideal for new / young professional men & women
- Focus is on career development, networking, time management, stress management and emotional intelligence

### **M@W (Managers at Work)**

- Ideal for experienced professional men & women who are managing teams, individuals, businesses or projects
- Focus is on developing / managing self, others, work situations and business

#### Program options & schedule

- One-to-one or small group mentoring over three to five sessions, depending on agreed focus
- Ideally, one session every week; one session lasts about two hours

For more details, download

<https://files.me.com/ecercado/ogd6p9>

To inquire or to book a session, email [depowerinu@me.com](mailto:depowerinu@me.com), subject: EMPOWER Mentoring, or call +65 6271 0208.

## CALENDAR OF EVENTS

28 March 2012

### **CEGOS Asia-Pacific, our Global Learning Partner, Launch Event**

Email [depowerinu@me.com](mailto:depowerinu@me.com) if you are interested to know more about CEGOS learning solutions

May 2012 (date to be confirmed soon)

### **Professional Talks Series 4: "Empower Your Creative Performance" Featuring a world-class Performing Artist**

Email [depowerinu@me.com](mailto:depowerinu@me.com) for details

## OTHER BITS

### **Download past e-bites [empower bites] issues**

November 2010, Issue 1

<https://files.me.com/ecercado/e124xh>

February 2011, Issue 2

<https://files.me.com/ecercado/wlprul>

September 2011, Issue 3

<https://files.me.com/ecercado/57bli3>

## **e bites** [empower bites]

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*"If you really believe in  
your dream, nature  
conspires to fulfill it."*

*- Nina Aguas*