

## Create Beyond Business: Leadership Innovation Forum tackles redefining how enterprises do business

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Globe Business, the corporate information and communications technology (ICT) arm of Globe Telecom, gathered the country's top business and enterprise leaders at the Grand Ballroom of Marriott Hotel in Pasay City last October 24, 2017 for the Lead Innovation Forum (Lead-In), formerly known as the Enterprise Innovation Forum (EIF).

With the theme, "Unlocking the Bigness Beyond Business," this year's forum engaged corporations in insightful discussions and the sharing of best practices on how innovation and disruption can help sustain a corporation's competitiveness and relevance in the digital age.

"We believe that business is not just about what you get but it is also about what you give to the nation," said Peter Maquera, Globe Senior Vice President for the Enterprise Group. "Globe Business goes beyond the four corners of our offices and we look at how we can contribute to nation building," he added.

"So we [want to] use our company and the products and services we provide to make the Philippines an

admired country, and to enable Filipinos to be globally competitive," he added.

Counting on enterprises to recognize an opportunity to create a bigger impact and engage in initiatives that build the nation, the Lead-In Forum urged everyone to contribute to the country's development by staying competitive and constantly evolving in their respective industries.

### The Disney Experience



*The forum featured Doug Lipp, distinguished international consultant, as the keynote speaker.*

Lipp, who is also an eight-time author, and was part of the start-up team that helped create the first international Disney University at Tokyo Disneyland, shared his insights on leadership and service 'magic' based on his experience at the helm of training at Disney University.

Lipp said that the first challenge was to find an equivalent of a Van France, founder of Disney University, in one's life, those who are not afraid to confront you with the truth and challenge your creativity.



He also said that in today's industry, the problem is there are less people who are willing to take the risk to walk through a door of opportunities to unlock the bigness beyond business.

"Hire right, train right, treat right," said Lipp, citing his three principles that enterprises must embody when taking risks.

Lipp also shared his own seven ways of unlocking the bigness beyond business. Among them were simplifying the complex with crystal-clear priorities, 'plussing' the show, keeping one's quality on top and knowing the value of differentiation, and building trust, among others.

## Technology empowerment



The forum also featured speakers who talked about innovations that have changed people's ways of living through technology.

Brian Cu, Country Head of Grab Philippines, and Barry Lerner, South Pacific Regional CIO of Huawei

shared their experiences on how Grab has modernized the transportation model and how Huawei advocates for smarter and future cities, respectively.

Cu focused on using technology to revolutionize commuters use of transportation since the company's inception. Cu also emphasized the additional social gains of reliable, safe, and hassle-free mode of transport to the lives of Filipino commuters through technology empowerment.

"Without the mission of social good, we wouldn't get to where we are right now," Cu said, citing the company's larger purpose.

Touching on the future of urban living, Lerner affirmed that an intelligent city is a citizen-centered city.

He further shared the commitment of Huawei to design the outlook of urban living, in which enterprises are required to converge and provide its citizens with complete and reliable services that create a 'seamless city experience.'



Closing the forum was Albert de Larrazabal, Chief Commercial Officer (CCO) of Globe Telecom.

"In whatever we do, we will treat people right to create a Globe of Good," the CCO said, wrapping up the event.

De Larrazabal elaborated his remark in a separate interview by saying that treating people right is a fundamental relationship of how they fairly interact with their customers.

Globe Business holds the annual forum for industry leaders and corporations that capitalize on innovation to stay ahead of competition and become role models in their industries.