

THE BLUE SKY REVOLUTION

(BUSINESS as an AGENT of WORLD BENEFIT)

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A corporation is privileged with a juridical personality, which in effect makes it a temporal *being* created with rights and privileges as well as duties and obligations. The *primary purpose* written in the incorporation document of a corporation spells out its *essence of being* and prescribes its *boundaries of becoming* towards *corporate citizenship*. It is logical therefore to oblige this *corporate citizen* to assume its social role with social rights as provider, political rights as channel, and civil rights as enabler. Simply, it is about being a good neighbor to a host community.

The business goal of *doing well* takes a new objective of *doing good*. Innovation, being an indispensable element of entrepreneurial success, takes a new strategy of anchoring itself on the solid bottomlines of *profit* (economy), *people* (empowerment), and *planet* (ecology) aligned with a *purpose*, unique on its own embedded in the corporate DNA of the business. The triple bottomline further transforms to a more meaningful model for social entrepreneurship with a quintuple bottomline to also include *financial stability* and *ethicomoral-legal sensitivity*. The resultant outcomes are *social equity*, *environmental sustainability*, *economic prosperity*, and *cultural vitality*. There are many great entrepreneurial stories championing these outcomes that can be told. They are businesses that prove to be agents of world benefit.



From the bloody *red ocean* where enterprises are predators to survive, the *blue ocean* strategy emerges to make competition irrelevant by creating a new market space. A new business revolution paints a *blue sky* where the horizon extends to an *infinite abundance*. The blue hue in the sky is a reflection of the scattered blue light from the *energizing sun* as it converges with the molecules of the *life-giving air*. *Social entrepreneurship* is a revolutionary *blue-sky* mindset of *abundance* that blends the *energizing profit* for sustainability (like the sun) and the *life-giving social benefits* for its purpose (like the air).

There are local, regional, national and international exemplars of enterprises founded by entrepreneurs and continuously innovated towards meaningful existence as agents for world benefits.

Stories of Social Equity

Cecilio Pedro's world almost shattered when the toothpaste company for whom his company manufactured aluminum tubes had to terminate their contract to shift to plastic tubes. With hundreds of employees and millions in investments, he did not know what to do until he realized that creating his own toothpaste brand was his only way out of bankruptcy. But that meant *wrestling with the giants*. All he wanted was to be happy and that gave him the idea of the brand we now know as *Hapee toothpaste*. He embraced the quiet world of the deaf-mute and employed them happily. More than 30% of his employees at Lamoian Corporation are deaf-mute. He established three high schools, fourteen elementary schools, and one college for the deaf with a total of more than 800 scholars. He even learned sign language to be able to communicate with them. Aside from his strategic advocacy for dental health of the poor through education, his brand makes toothpaste (and free toothbrush) available, accessible and affordable to the Filipinos, especially the poor. He is now a major player and a significant competitor of the giant multinational toothpaste brands in the market. His Christ-centered passion to make a difference pays off as he explores and expands to the ASEAN market. *Cecilio Pedro is a Hapee man whose voice is loud and clear to the deaf.*

Dante Tiosan was a nineteen year-old college student when he became blind. He was a semester away from graduating in a College in Accountancy. He had been through series of depression and struggles to adapt to the dark world before he found himself as a skilled home-service masseur. In 1989, he became a massage instructor for the blind. In three years, he realized that his trainees were not productive and hardly could make a living. He organized them under **VIBES** and started in 1992 as a home-servicing massage center. In less than a decade, VIBES has established in the malls, and currently has 56 branches - with 45 of which owned by blind franchisees. Almost 500 blind masseurs are now productively working in VIBES earning between P 500 to more than a thousand pesos a day. **VIBES** is now franchising at two hundred thousand pesos preferably to the blind or their family. *Dante Tiosan may have lost his sight but never the vision for the blind.*

A Story of Economic Prosperity:

The directselling company *Boardwalk* was started in 1991 by an entrepreneurial couple who took the challenge of trusting the Filipinos with a business model that enables them to earn for a living. From its humble beginning of nearly giving away their products, they have now expanded as one formidable directselling brand in the country geared to expand offshore as well. From the tagline *Fashion and Lifestyle Unlimited* in 1998, it shifted to *Your Fashion, Our Business* in 2004, and then the brand evolved to the tagline *Life Changing Lifestyle Brand* in 2013. In 2014, as incited by a son who studied entrepreneurship, they transformed in essence and in form to be a social enterprise with its new tagline *Fashion for Social Change*. They adopted the term *sociopreneur* for their enabled and empowered leaders (not dealers) whom they transform into responsible entrepreneurs. Couple **Bernard and Imelda Madera** assert that the business model that gave them prosperity should be shared to their people who are the real measure of Boardwalk's business success. They currently have more than a million dealers in 34 branches and 142 satellite outlets nationwide. *The Madera couple has become the poor's boardwalk to prosperity.*

At the age of 23, **Emerson Atanacio** became the youngest President & CEO of a college in the Philippines. He is called the Father of Manufacturing and Production Technology Education. He founded the LEAP (Learn-Earn-Achieve Program) where the companies provide trainees with training allowance, which becomes their source to pay their tuition fees. In the process of training, he impresses upon the youth the lessons in life: *to labor to earn, to earn to live and to live to understand that the value of hardwork is in itself one's treasure* - lessons that he envisioned will forge the tool for nationbuilding. Over 24,000 trainees, including out-of-school youths from different parts of the country, have benefited from his program and are now mostly employed. The youth were able to go back to school and be part of the productive mainstream of our society. He is a The Outstanding Young Men (TOYM) awardee for Social entrepreneurship. *Emerson Atanacio proved that the proof of learning is change.*

A Story of Environmental Sustainability:

We have known Mang Inasal as a phenomenal chicken fastfood brand that threatened Jollibee with its non-conventional getting-closer-to-the-enemy strategy. The inasal recipe they bought from a vendor for ten thousand pesos, and strategized as a restaurant that dared locate beside Jollibee, was valued and bought at billions of pesos when Jollibee perceived its threat to its Chicken Joy. Imagine with hundreds of branches nationwide, how much banana leaves and barbecue sticks Mang Inasal would need per day. Here is why a 4th class Municipality called Maasin in Iloilo gained the title of being the Bamboo Capital of the region as Mang Inasal orders at least 5,000 bundles of bamboo sticks every week. Mang Inasal has actively involved itself in the reforestation projects in Iloilo and Guimaras provinces. The recipe called Inasal originated in Maasin, Iloilo. *The Sia brothers Edgar and Ferdinand demonstrate that success has its roots and that the bamboo is the most resilient plant as resilient as the people and communities that benefit from supplying it to the world.*

Inspired by the success of China to overcome food shortages, the Lim Family engaged in performing research work on hybrid rice. **Henry Lim Bon Liong** has successfully led the developed hybrid rice varieties suitable to the tropical conditions in the Philippines. He is regarded as the Father of Hybrid Rice for having promoted the development, commercialization, and growth of hybrid rice technology. Collaborating with government agencies, he was able to launch the Doña Maria Rice brand with entrepreneurial strategies to ensure its commercial success. More than 500,000 hectares of rice lands in the Philippines are using his SL8H seeds every year. He now has contract growers for rice to whom he provides financing and income opportunities through the additional yield of 3-4 tons per hectare compared with their traditional variety. Through nationwide farmers education projects, he has advocated that maximum agricultural productivity is achievable only through sustainable agricultural practices. He makes available for the farmers the Planergy, a liquid organic element from volcanic pit and he leads the rejuvenation of the soil for the generations to come. With him, the vision of the Philippines being self-sufficient in rice production and being capable of exporting to the ASEAN neighbors is rekindled. *To Henry Lim Bon Liong, the Philippines can rice (error intended) and shine.*

Stories of Cultural Vitality

Pampanga is known for its rich culinary tradition imbedded within its regional culture. In 2008, partners Cherry Tan and Mark Navarro ventured to an authentic Kapampangan dining experience in Apag Marangle (dining in Farm), which is true to its name – a farm setting in the middle of what used to be lahar-covered land in Pampanga. Committed to serving the most authentic delicacies, they serve even the most exotic Betute (deep fried farm frog stuffed with minced pork), and Camaru (rice field crickets) among others. Local Kapampangan songs are played as one can't help but be transported on a cultural journey. These features of the restaurant coincide with the advocacy of the owners—to promote cultural preservation and environmental causes through food, handicraft and music. Even their mall branch reinvents the ambiance to simulate the dining experience in the farm setting. With Apag Marangle, the Kapampangan culture comes alive and revitalized. *Mark and Cherry has taken the journey to the culture and the heart through the stomach.*

Finishing his Medical Course and passing the Physician Licensure Examination are both good news to **Dr Nol Montalbo** until the bad news of family bankruptcy made them lose everything. All the hard-earned money of his father, who worked in Saudi Arabia for 28 years, vanished. With P 1,500.00 borrowed from a classmate, he started making homemade soaps in his kitchen, and he sold to friends and online. He decided to convert a space in their rented apartment to a small spa. He learned the different kinds of massage, took the DOH licensure examination for massage therapists, and topped it, and developed his own massage sequence. It was branded as *Mont Albo Massage Hut*, which niched in the offering of the traditional Filipino massage called *Hilot*. He was passionate in the wellness value of the Hilot and as a doctor advocated its revival as a mainstream massage option in the Philippines where Thai, Japanese and Swedish massages are more popular than its own traditional hilot. In less than a decade, Mont Albo Massage Hut has expanded with 30 branches nationwide, all advocating the wellness alternative in the traditional Filipino Hilot. He has trained and certified thousands, and currently employs more than 300 hilot massage therapists. With Mont Albo Massage Huts, the Philippine traditional hilot perfected by our ancestors is revitalized and will be passed on to the next generations. *Dr Nol Montalbo has resurrected the grandmother's way of finding health through serenity.*

And there are more stories that await to be made and told. While a business may somehow achieve some ulterior benefits from their chosen area of social entrepreneurship, the authenticity of its social value is measured by the benefits of the greater majority it honestly chooses to serve.

If indeed every generation calls for a revolution, our present generation calls for not only entrepreneurial revolution but also **social entrepreneurship revolution**. As the discrepancy between the rich and the poor widens - even wider than the diversity of the space for commodities and services – the real prosperity of an entrepreneur is derived from what others become because of them. Social entrepreneurship is the blue sky strategy where abundance is in its infinity (as the horizon), and the energizing profit (as the sun) converges with the lifegiving force of social benefits (as the molecules of the air).

Dr Carl Balita is a family man, multi-awarded entrepreneur, passionate advocate, esteemed educator, bestselling author, respected businessleader, multi-awarded host of the Philippines' longest running and most awarded business talk show Radyo Negosyo in DzMM of the ABSCBN. He is owns the brand leader in professional test preparation with 51 branches all over the Philippines and 3 branches in the Middle East. He is President of the Philippine Chamber of Commerce and Industry - Quezon City. For 15 years on radio and television, he has interviewed thousands of entrepreneurs. He has spoken to millions and has trained tens of thousands in his young age of 45. He is doctor of education, was conferred with doctor of humanities, and has three professional licenses as

a nurse, midwife and professional teacher. He was university professor, dean, trainor, before he immersed fully in the world of business. He is also a social entrepreneur through his livelihood and culinary center, which makes available mostly free and affordable courses to the marginalized.

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