



## Greener, Inclusive, Resilient Path to COVID 19 Recovery

### Our Common Purpose

by Melvin Añasco

The Association of Asian Confederation of Credit Union (ACCU) launched its 2022 Forum last August 29 to September 1, 2022 at Ambassador Hotel, Bangkok, Thailand. It has a theme "Greener, Inclusive, Resilient Path to COVID 19 Recovery" and was attended by 335 persons from 16 countries across the globe, where 142 participants of which came from the Philippines. This was hosted by the Credit Union League of Thailand (CULT) and the Federation of Savings and Credit Cooperatives of Thailand (FSCT) with the aim to share recovery measures needed for ACCU members, institutions, and a particular focus on innovation. In an interview with Mr. Alexander G. Pol, one of the



**Mr. Alexander G. Pol during the 2022 ACCU Forum**

participants and part of the technical working group during the ACCU Forum, the event is such a great experience as different nations come together to achieve a common goal which is to give members a better life. He also shared the practicality of joining the credit union symposium where speakers shared their pre and post COVID-19 plans, great practices on how to solve it,

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## Greener, Inclusive, Resilient Path to COVID-19 Recovery

**2022**  
August 29 - September 1  
**BANGKOK, THAILAND**



## 2022 Asian Confederation of Credit Union (ACCU) Forum

and the best business solutions to help their members strive amidst pandemic.

Mr. Pol also shed light how Ms. Elenita "Leni" V. San Roque, ACCU CEO, inspired him on her plenary speech encouraging more people to get involved in the cooperative movement now by saying that "history is a good yesterday but we need to live in the moment for us to have a better today". The mind-blowing thing that struck Mr. Pol is the idea he learned from the plenary that if you fail, it ended last night; that means you need to move forward and do a better thing.

He also shared the main lesson on unity that he acquired from the convention. It doesn't matter if we come from different races and

places as long as we share the same reason for being. As the line in the ACCU song says, ACCU unites us all for a common purpose, helping people help themselves. On the back of the event's success, Mr. Pol also partook in the challenge of the language barrier that he encountered during the conference. He had trouble conversing with his fellow Thai technical working group but with the help of their instinct and commonality to serve, they gave the best seamless assembly.

It is indeed that cooperatives, unions, and federation drive in unison. It has been proven that whenever and wherever you come from, we unite with a common purpose. That is because of our shared goal and heart to serve the world and its people. ■



Co-op LAMP 12 with ACCU CEO, Ms. Elenita San Roque and ETCG Head, Ms. Daisybelle M. Cabal

## A New Breed of Leaders

"I want We!" Happened last July 15, 2022, at 2 PM, the 12th batch of the Co-op Leadership and Management Program (LAMP) finally achieved their breakthrough and graduated from the course.

The commencement Exercise occurred via Zoom teleconferencing and was attended not just by the graduates but also by their families, friends, and respective cooperatives. The

commencement

ceremony is not just a celebration of a milestone but also the beginning of a bigger journey for the new breed of leaders.

In an interview with Ms. Marichelle Candado and Mr. William Cariño, graduation rites' organizers, the commencement ran smoothly and lively. It is jam-packed with excitement brought by the emcee, Ms. Jamaica

Jrah Cortez, and inspirations from the NATCCO Chief Executive Officer, Ms. Sylvia "Ibing" Okinlay-Paraguay. Ma'am Ibing congratulated the graduates and hoped that "whatever learnings they have will be used to better improve the coops so that we will in return have better impact in the lives of the members" as cooperatives are not just enterprises, "we are in a business of improving lives and for many of us, that is the reason bakit tayo gumugising sa umaga."

Co-op LAMP Alumni, Ms. Cherry Payumo-Gonzales and Sr/Supt Rinco Montaus also shared their great journey and how the program helped them become new blood of servant leaders. As Ms. Cherry shared, "After taking this program, I became more confident in taking on my role and responsibilities not only as a leader but also as an educator to our Cooperative. Just like a butterfly ready to flap my wings among the flowers of our Cooperative." She added that the program became her light post "guiding me on my leadership journey of discovery." As seconded by Sr/Supt Montaus, he proudly said that "I made the right decision in completing this program" and welcomed the graduates "to the elite circle of Certified Cooperative Managers!"

As the program ended Ms. Elenita San Roque, the CEO of the Association of Asian Confederation of Credit Union saw the passion of all the completers and emphasized that they have to deepen their roots. "We need a sustainable and integrative cooperative movement and need to be part of the bigger picture, and that is being part of the network." She added that it is meaningless if you are growing your cooperative and as cooperative leaders, we have to grow as one. We have to be visionary and build bridges among ourselves by bringing the concept of 'I want We', and that is the role of the cooperative managers. After the ceremony, graduates still have to prepare for their Comprehensive Exam to be a global brand holder of Certified Cooperative Manager. The journey has just begun but one thing is for sure, they are now a new breed of visionary leaders. ■

## Power of Numbers

Cooperative Leadership and Management Program also known as Co-op LAMP is a 10-module seminar that focuses on Social Enterprise development and Strong Cooperative Values. Graduates of the program will be eligible to obtain the



### Co-op LAMP Batch 13 Module 1 Session 1 with ETCG Head, Ms. Daisybelle M. Cabal

Certified Cooperative Manager (CCM) title. The first module has 2 sessions which happened on August 11-12, 2022, via Zoom Teleconferencing. In the first session, it tackled the fundamentals of Cooperative while in the second session discussed Cooperativism and Leadership. The program is now on its 13th batch and this program is attended by cooperative managers across the nation.

The speaker for the first session is NATCCO Education, Training, and Consultancy Group (ETCG) Head, Ms. Daisybelle M. Cabal. She shared the humble beginning of the Cooperative concept by Friedrich Wilhelm Raiffeisen which conveys the thought that "one is for all, and all is for one." As Mr. Benjamin Blaza, one of the participants from Abra Diocesan Teachers and Employees Cooperative (ADTEPCO) partakes, "we must use the power

of numbers as we can do more when we are many".

Furthermore, Ms. Cabal also pointed out that a Cooperative as an enterprise is different as it is Member Controlled, Owned, Operated, and Patronized as proven by its seven principles and values. During the last portion of the event, which is the Focus Group Discussion, canned groups share their thoughts on the 7 Cooperative Principles applied to their respective socio-economic enterprise. This reveals how cooperatives catalyze socioeconomic change in the lives of their members.

In the second session, pioneered by the NATCCO Knowledge Resource Center (KRC) Head, Ms. Mary Rose L. Gob where she deliberates on societal organization and transformative leadership. In the video played during the seminar about the two exemplary social entrepreneurs, Ms. Ruth



Callanta of CCT Group of Ministries and Ms. Sylvia Munoz-Ordonez of Kapampangan Development Foundation, Ms. Ellen Agravante of NATCCO expresses her notion of the concept of Social Enterprise as "the more help we can get, the more people we can help".

Moreover, Ms. Rose also shares the leadership

characteristics of Alexander the Great. According to Ms. Ferliza Palma of NATCCO, Alexander is great "because he values more his people than success" which Steve Limen of People's Micro-Finance Cooperative seconded that "hindi hindrance ang pagiging outnumbered as long as united".

As quipped by Ms. Gob, a leader needs to be a strategist and tactician as they serve as transformers of people. At last, Ms. Conelle Salana from Bukidnon Government Employees Multi-Purpose Cooperative (BUGEMCO) fully found her potential as she stated, "After this, I think I can manage the

people around me". The cooperative managers were able to get a refresher on the rudiments of co-op, to fully help them take the lead in their respective primary cooperatives. Leading does not just constitute having a follower but lies in what you can do together with the power of numbers.



**Co-op LAMP Batch 13 Module 2 Session 1 with Resource Person Mr. Rodmark Barriga, CME**

## Our Truest Purpose

Our brain has 4 sides. This is the key takeaway of our cooperative leaders on the Module 2 of Co-op Leadership and Management Program Batch 13 (LAMP13). The event was attended by 27 participants which were taught about Whole Brain Leadership and Management Style by Mr. Rodmark Barriga, CME. This helped managers and second-line heads to develop a full-brain in assessing circumstances and act accordingly based on situations.

On the first day of the module, Sir Rodmark tackled different brain

theories and focused on the four quadrants of the brain which also explains our four selves. This includes our rational self, self-keeping identity, experimental self, and feeling self that encapsulate The Whole Brain Model. Afterwards, participants were sent to breakout rooms to brainstorm about the Bendigo Bank Caselet. Mr. Benjie Blaza, a participant from Abra Diocesan Teachers and Employees Multi-Purpose Cooperative (ADTEMPCO) noted that we must change ourselves with the changing needs of our members by using all

areas of our brain just like Bendigo Bank did.

Mr. Barriga concentrated on the useful Enneagram personality types and the Myers-Briggs Personality Type Indicator (MBTI) in the following session. He highlighted the different person's personality type, strengths, and preferences. As the participants shared their behavior style, Mr. John Paul Cario from Online Micro Sellers Multipurpose Cooperative (OMSMPC) revealed that when he took the test 1 year ago, his personality changed from ENFJ-A to INFJ-A. He was labeled as an ESNP or performer in college, making him an outlier.

Towards the end of the session, Sir Rodmark has high hopes that cooperative leaders will fully understand their inner selves because knowing oneself is knowing our truest purpose. At the end of the day, we must go back to the reason why we do things, and that boils down to our members. ■

## Between Past and Future

Coop Leadership and Management Program (LAMP) Batch 13 kicked off its 3rd module with the topic of External Environmental Assessment last August 25-26, 2022. Sessions were conducted via Zoom teleconferencing which were attended by 28 second-level heads and managers across the state. The cooperative leaders experienced indispensable strategic planning to conquer the external situation of their respective social enterprises.

Ms. Maan Sicam, Certified Master Entrepreneur and CEO of Happy Helpers is the resource speaker of the 3rd Module. She pointed out the Right to Left Strategic Planning Framework which talks about how co-ops should act toward a game of tightening the gap between their past and future. Ms. Maan also shared the secret to planning, which is to...



**Co-op LAMP Batch 13 Module 3 Session 1 with Resource Person Ms. Maan Sicam, CME**

## Between Past and Future

envision where you want to be by looking at where you are currently. The Framework for Organizational Strategizing was also tackled which reminds our leaders to not just look at their competitors, but to also look even further through our past, present, and future.

As Ms. Sicam continued the discussion on organizational strategizing and external assessment through industry analysis, co-op leaders looked back to the roots and why their organization exists. In sector and area analysis, participants were able to focus on who and where they serve as socio-economic enterprises. Moreover, market analysis was also digested by attendees where they learned what market they will

capture. They also understood their market specifics by conducting a micro-market analysis. At the end of the session, the batch dissected the St. Martin of Tours Credit and Development Cooperative case study where they had come to know its opportunities and programs. Generally, doing an external environmental assessment has a lot of things to look at. But cooperative leaders take on the challenge of viewing things differently to be ready. Complexities of strategic planning are indeed a struggle and dreary, but it should not stop us to be aware of ourselves to better serve our members. Looking at our past and planning our future are keys but keeping alive and being in the present is life-changing. ■

## Introspection

**Self-reflection.** This is the idea that arose from the 4th module of the Co-op Leadership and Management Program

(LAMP) last September 1st, 2022, with the topic of Internal Environmental Assessment. It was discussed by Ms. Sharon Marie S. Dy, a Certified Public Accountant, and a



**Co-op LAMP Batch 13 Module 4 Session 2 with Resource Person Ms. Sharon S. Dy, CPA**

Certified Internal Control Auditor. The 10-week program was attended by the 25 second-line heads and managers of Batch 13 from different regions of the state which aims to learn on how to assess their respective internal environments as a cooperative.

In the first session of the module, Ms. Sharon provided an overview of the Strategic Planning Framework using Top-Down Planning (From Vision to Strategies) and Bottom-Up Planning (From SWOT to Strategies). She stressed the first 5 levels of internal assessment where co-op leaders learned operational performance, equality of strategy and capability, as well as resource maximization. After the breakout meeting where the batch was divided into 4 groups to discuss "NATCCO: Evaluating Performance" and "St. Martin of Tours Credit and Development Cooperative: Succession Planning" Case Study, Ms. Sharon noted that cooperative leaders as

direction-setters must weigh things seriously if a situation is a strength or a weakness. Therefore, she added that as a social enterprise, "dapat mong sabayan ang iyong kakayahan."

During the second conference, Ms. Dy pointed out the relativity of Operations, Marketing, Human Resources, and Finance as cross-functional management functions that will bring out the best and be able to bring in quality to members. She also continued the last 5 levels of internal assessment where she focuses on individuality, workplace, alliances, leadership, and strategic fit. Groups were able to brainstorm and share the strengths and weaknesses of the "St. Martin of Tours Credit and Development Cooperative: Membership Analysis" Case Study, where centralization and implementation were highlighted. As Ms. Sharon conveyed, "knowing how to lead is



just half the battle but knowing how to implement and set direction is very different.” As the activity ended, 3 of the participants shared their key takeaways from the 4th module. Ms. Mechean Valle of Bukidnon Government Employees Multipurpose Cooperative (BUGEMCO) realized the value of knowing their role as leaders as she quoted “tumatak sakín na dapat

alam namin ang role namin for us to also understand our impact in our cooperative and to people”. This just shows that our co-op leaders were able to self-reflect because in the end, as Ms. Sharon stated, “what’s needed for leaders are somebody who can inspire, knows a culture with good values, and is grounded in humility and punctuality.” ■



**Co-op LAMP Batch 13 Module 5 Session 1 with Resource Person Ms. Mary Rose L. Gob, CME**

## People Champion

**Most valuable asset.** This is the description that perfectly distinguishes human resources from other sources. Last September 8-9 of 2022, Co-op Leadership and Management Program (LAMP) Module 5 made a big contribution for the 25 co-op managers to be more aware of Human Resource Management. Ms. Mary Rose L. Gob, NATCCO Knowledge Resource Center head, tackled the different functions in human resource management, which played

a crucial role in the participants to supervise well their people.

In the first session, Ms. Rose talked about the four major Human Resource functions which comprises strategic-systematic, systemic-operational, operational-people, and people-strategic. These quadrants serve as the HR purpose in an organization. Moreover, she also focuses on the eight Rs of HR where Ms. Aileen Espinas of Mambajao Multipurpose Cooperative (MMC) – Mahinog noted that in HR “dun magsisimula, at dun din magwawakas.”

After the discussion, the

batch was divided into five groups for the “Strategic Human Resource Management at ABS-CBN Bayan Foundation” Case study analysis; where groups’ opinions clash if they will do the same strategic HR plans and activities of the Bayan Academy. Other groups said yes as long as the resources can accommodate since there is a paradigm shift due to the conversion from a Micro Finance Institution to a Social Enterprise of the said organization. While others said no since it will take a long time and more resources. In the end, Ms. Rose highlighted how Bayan Academy used HR strategy to change the mindset of their clients to help them move forward by shifting from lower-brain thinking to higher-brain thinking. Taking place, the session was continued by Ms. Gob through a discussion of Learning to Do which has 3 phases. Learning before doing by defining the ultimate desired

results; learning while doing by being mindful of the ultimate result; and learning after doing by determining if the target result was achieved. After the US Army Film Showing, participants learned the After-Action Review (AAR) process done by the US Army focusing on learning after doing. Attendees also reflected on the essence of feedback as a two-way communication learning. As Ms. Gob ended, she partakes that “the wisdom in leading starts with learning.” It is certainly hard for our second-line heads and managers to manage people. It will take a bunch of learning, skills, and competencies to mold others while molding themselves. Sometimes it will cause us to have mission drift, but just like Bayan Academy rotated 360 degrees, we can incorporate HR to become a people champion and a social capital builder. ■



**Co-op LAMP Batch 13 Module 5 Session 2 w/ Resource Person Ms. Mary Rose Gob, CME**



Co-op LAMP Batch 13 Module 6 Session 1 with the Resource Person Mr. Elbert Loberos, CPA

## Equilibrium

When you hear the word finance, what comes to mind? This is the opening question that was asked in Module 6 with the topic of Cooperative Finance which kicked off last September 15-16, 2022. The online activity was resourced by the Certified Public Accountant and an Accounting Professor, Mr. Elbert Loberos. The cooperative leaders were able to deeply understand the functions of finance as a relevant source of investing and interpreting financial statements.

In the first session, Mr. Loberos tackled the different functions of finance. Financing in

cooperative parlance is all about sourcing out funds, but it does not stop there. As cooperative leaders, you have to strategically utilize it to generate income and achieve the target net surplus to give patronage refunds to your members. You also have to negotiate and communicate for your members to understand your numbers as it is all about managing our figures. As Mr. Elbert highlighted, "you have to utilize your piso now, to make your piso to singko in the future."

During the second session, Mr. Elbert continued the discussion by starting with the

assignment of dividend computation. It has been noted that balancing dividends with institutional capital creates stability. He also added that we need to decide on the dividend and institutional capital by relying on practical computations and figures. Thus, we have to be knowledgeable about numbers by analyzing them first. As Mr. Loberos ended, he emphasized the value of budgeting and said "dapat alam mo kung saan ka nagkulang buwan-buwan para alam mo at makagawa ka ng budget strategy." It is truly indispensable that we balance people and profit. When our

member grows, our fund grows, thus we have to utilize it wisely. We should have that heart of making things balance as we are at times more focused on one aspect that we tend to forget the growth of our coop. We must also remember that the more we soar high, the more we can gain to help our members. As Mr. Loberos stated, "If you can gain income, you can gain the power to give better lives to your members."

***"You cannot manage what you don't measure."***

**-Peter Drucker**



## Fine Line

Business-oriented with a heart. This is the thought that emphasized how co-ops should market themselves.

On September 22-23, 2022, Batch 13 took their module 7 with the topic of Marketing Mix. It was discussed by the Founder of Palamigan Co., Mr. Rodmark Barriga, a Certified Master Entrepreneur. The 26 second-line heads were able to know the factors that influence their members' buying decisions during the online activity.

Mr. Rodmark Barriga started the first session with a recap of the strategic plan. This plan has to be operationalized by looking at our resources and finding ways to market them. He also talked about social enterprise marketing and social marketing with its commonality of having a business model that sustains operations. But why is marketing important? Do we need it? Sir Rod acclaimed that "we have to find ways to be sustainable. Kasi lahat naman may mission, whether profit or social driven. So, we have to bring in funding through marketing for us to sustain our business and our impact on others."

Mr. Barriga also talked about Market Quantification and Market Research as ways that co-ops can use to



**Co-op LAMP Batch 13 Module 7 Session 1 with Resource Person Mr. Rodmark Barriga, CME**

position themselves by knowing their target market. As Sir Rod added "klaro dapat satin ang gusto natin malaman sa market para ma-research natin sila nang maigi." During the talk, Mr. John Paul Carrio of Online Micro Sellers Multipurpose Cooperative shared that as cooperative, we must focus "sa kung ano ba ang kailangan ng member at kung ano ba ang profitable business na kikitang, thus both must be met." Being people-oriented and business-oriented must be balanced. As the last topic on the 7 Ps of Marketing was tackled by Dr. Ed Morato, participants were able to put themselves in the middle of people and profit.

The second session started with the group discussion of their

assignment, the case study of Ugong Multipurpose Cooperative. Sir Rod revealed that the main problem in the case is in leadership, as it is not about relationship building, but "kung ano ang napoproduce mong number for the organization" and to resolve this, Ugong Co-op must have a strategic plan by revisiting the top-down and down-up planning through internal and external analysis. The participants were again divided into 5 groups to brainstorm about the Palamigan Co. Case Study wherein the problem was shown of being too mission-focus which caused unachieved sustainability. Groups have highlighted that marketing should be a way for co-ops to be known, not just as a business organization but as a socio-economic

organization.

Co-op leaders across the nation were able to look at things intermediately. As socio-economic enterprise, we do business for people, thence we must position ourselves to be sustainable. As Mr. Barriga highlighted, "kung kikitang eh dapat matugunan natin ang misyon natin na matulungan ang members para gumanda ang buhay nila."

**Let us all  
be in the  
fine line  
of our  
business  
and our  
people ■**



## The NATCCO – Knowledge Resource Center gets TESDA Accredited!



### Ms. Racquel Gamuyao with Mr. Melvin Añasco during the TESDA Accreditation Interview

Pioneered by the NATCCO CEO, Engr. Sylvia O. Paraguya with the supervision by the Education, Training, and Consultancy Group (ETCG) Head, Ms. Daisybelle M. Cabal and Knowledge Resource Center (KRC) Unit Head, Ms. Mary Rose L. Gob, the National Confederation of Cooperatives (NATCCO) bagged its accreditation as registered Technical Vocational Institute by TESDA. As part of the application, the KRC unit was also ascribed as the official Cooperative Development and Management Level IV course trainer last September 12, 2022.

The Cooperative Development and Management Level IV online course aims to provide competencies to establish a cooperative, develop quality products and services, develop human resources, practice good governance, ensure safe

and sound operation, and contribute to social, economic, and environmental sustainability.

After completing the distance learning, completers will be able to receive a certification, an opportunity to take an On-the-Job Training (OJT) at St. Martin of Tours Credit and Development Cooperative or NEC Multipurpose Cooperative; as well as become prepared to run for a Board of Director position. The subject course is expected to roll out this school year 2022-2023. The scholarship will also be available to qualified participants as supported by the Co-op NATCCO Party List.

The KRC Program Specialist, Ms. Racquel M. Gamuyao, with the help of the Unit's Program Specialist, Mr. William G. Cariño, painstakingly prepared the

documentation to comply with all the requirements for the accreditation.

The application took a year to be officially approved and will not be possible because of the hand-in-hand efforts of the KRC Team and the guidance of TESDA-Quezon City Senior Specialist, Ms. Catherine Horaguchi.

After complying with the complex process of the application, NATCCO-KRC was able to facilitate

the accreditation of NATCCO as CDMP Level 4 trainer. As Ms. Racquel noted in an interview, through this “mas malaki at lalawak ang matutulungan natin na co-op kasi may maio-offer na rin tayo na katulong natin ang government.” This just proved how the Knowledge Resource Center stays true to its goal which is to democratize cooperative education.

## Congratulations

**TESDA Trainers  
Methodology I Passers!**

1. Vina Rempillo
2. William Cariño
3. Hazel Ann Leñida
4. Eniko Jaimee Reyes
5. Marichelle Candado
6. Camille Baluyot



Learning Marathon participants with Topic 1 Resource Person, Ms. Roxanne Sajonas-Dumaraos, CPA

## Collective Leap

Last August 30, 2022, the second roll of the Learning Marathon was conducted. This online activity tackled the topics of Financial Literacy for Personal Finance which was resourced by the NATCCO Consultant, Ms. Roxanne Sajonas-Dumaraos; Enterprise Development and Management which was conferred by the Country Representative of KIYO, Mr. Philip S. Felipe; as well as the Climate Change for Personal Awareness by the last speaker from NATCCO Diaspora and Climate Action Unit Head, Ms. Lasalette M.

Gumban. This webinar series was attended by 40 cooperative staff from Luzon, the Visayas, and Mindanao to learn about the different but connected aspects of individual and collective actions to finances, enterprises, and the environment.

The first topic revolves around understanding how you can build your wealth. With this, Ms. Roxanne walked through the cash flow, financial planning, and its process to create a sound economic decision. She also shared the difference between financial independence and financial freedom that can be achieved through the simple rules



Learning Marathon participants with Topic 3 Resource Person, Ms. Lasalette Gumban, Diaspora and Climate Action Head



Learning Marathon participants with Topic 2 Resource Person, Mr. Philip S. Felipe, CME

of KSK or Kalayaan sa Kakapusan. Even sharing basic rules, she highlighted that “personal finance is a personal financial formula on how you can build yourself” and firmly added that the fastest way to get rich is to take it slow.

After the lunch break and exciting ice breaker, Mr. Philip proceeded by defining what is an entrepreneur. He said that “Malalim ang pagiging entrepreneur dahil maraming pagkakataon na bumabagsak at nadadapa, pero mas natutuwa kasi mas lumalakas at gumagaling.” Sir Philip also shared the pillars of a successful entrepreneur and its making. He noted that “to achieve financial freedom, do it through entrepreneurship.” And as social enterprise, kapag lumakas ang Kooperatiba at Negosyo, lalakas ang miyembro!

As Ms. Lasalette started her presentation, she filled our minds with awareness of climate change and practical methods to address it.

She also presented the roles of cooperatives in addressing it through specific strategies that can instill a deep sense of responsibility for their members to become Eco-Ambassadors. Ms. Salet also added that when our environment is in good condition, our businesses and personal finances are intact because it all leads to our home, Mother Earth. In the end, she pointed out that we have a better way of doing things, and that is a multi-sectoral and whole-society approach to combating climate change because “mas mabilis ma-achieve kung sama-sama.” In doing business, managing its finances does not stop there. It constitutes a strong will to close the rift between increasing demand and limited resources. As cooperatives take the lead in improving and uplifting the lives of their members, the challenge starts within us. Thus, we have the responsibility and ability to start a collective leap to transpire and light the fire



## Mutual Satisfaction: The Heart of Member Relation



### Free Webinar: Transforming Relationship through Customer Service participants with Ms. Jen Delloso

**Customer Satisfaction!** This is the goal of every cooperative to win the hearts of their members. On the free webinar that happened on August 24, 2022, entitled "Transforming Relationship through Customer Service", almost a hundred participants were enlightened about improving their rapport with their patrons. This event is spear-headed by the NATCCO – Knowledge Resource Center, which helped co-op staff across the country step up their member-connection by providing the best co-op-customer relations. Ms. Jen Delloso, an expert

Customer Service Advisor-Trainor talked about ways to transform member relationships through customer service. A lot of practical approaches were shared during the event, making it worthy of their time. Members, as the heart of every cooperative, deserve a great experience. Ms. Jen pointed out that we must improve our cooperative processes and services to make it efficient which in turn can reduce customer efforts. But when it comes to improving our cooperative processes, we don't always have to add something; we may also eliminate steps that

are redundant, superfluous, or lean toward automation to improve our service delivery. Moreover, professionalism as a foundation guides customer service and communication. To be professional, it requires gentility, positivity, and empathy. Ms. Delloso also added that we must continue to accept feedback and criticism since people complain because they value you and want to stay with you. With all these tedious efforts that a cooperative should consider, members should also understand that customer service is

a two-way relationship. Cooperatives around the nation as a people-centered organization strives to extend its member relations on a whole new level. Being a partner of every family and community is the utmost priority of every cooperative. Thus, equipping themselves with great customer relation skills is very important to satisfy their members. Nevertheless, it requires a mutual effort from the members and the co-op to achieve excellent customer service. As Pearl Bailey popularized in her song, "it takes two to Tango". ■



**Free Webinar: Managing Toxic Positivity while Working from Home with Dr. Christopher B. M. Baes.**

## Positivity

Have you ever thought that positivity can be bad too?

Not all positives are good. Happened on August 26, 2022, a free webinar entitled "Managing Toxic Positivity while Working from Home" was conducted by the Knowledge Resource Center via Zoom

teleconferencing. More than half a hundred participants have learned how to be more cautious while staying optimistic at the comfort of their homes. This virtual activity was resourced by the Doctor of Humanities and a Master of Business Administration degree holder, Dr. Christopher B.

M. Baes.

Dr. Chris started his talk by letting the participants recognize toxic positivity. He defined it as the "overgeneralization of a happy, optimistic, state that results in the denial, minimization, and invalidation of the authentic emotional experience." He also

helped the participants acknowledge their emotions that can transcend other people. In an exercise during the talk, participants were tested to spot the difference between a fake and a real smile by looking at Duchenne Marker. Dr. Baes also highlighted how to pragmatically deal with toxic positivity in a way that will negatively impact others' feelings. Participants throughout the country began to be familiarized with how to deal with over-alacrity. We realized that it is toxic when we try to be exaggeratingly optimistic even in our darkest times. In moments like this, we learn that toxic positivity is fake positivity. It serves as a reminder that we can be happy with the right amount of positivity.

***"toxic positivity is fake positivity."***

## KRC's New E-Learning System!

by Racquel M. Gamuyao

The Knowledge Resource Center (KRC) unit of the National Confederation of Cooperatives (NATCCO) finally resumed offering its E-Learning program to fellow cooperative members on May 10, 2022, after successfully transitioning from the old system, Moodle, to the new system, the Canvas platform.

The new platform is exclusively designed and

patterned for the cooperative members, so they can easily browse the topic and answer the assessment with less supervision. Because of its benefits, an increasing number of new officers from various cooperatives are taking compliance training via e-learning. To name a few: they can earn and receive training without leaving their place. They

can do it at their own pace as well. Certificates will be issued immediately upon completion of the courses. There is no reason to wait any longer.

As of today, the initial offerings for compliance training are the Fundamentals of Cooperatives, which has a total of 52 enrollees, and Cooperative

Management and Governance, with 41 total enrollees, both from 6 cooperatives.

Before the year ends, the KRC will launch the Financial Management with new and updated content that will provide extensive knowledge and expertise to the Board of Directors who wish to take the said training.





## — League of Knowledge Wielders —

**Slice of Life Education.** This is how Ma'am Milagros Lagrosa, Ph.D., defined structured learning experiences or SLE. With the blast on the National Training of Trainers transpired last September 19-21, 2022, thirty-seven (37) participants from Luzon, Visayas, and Mindanao gathered at the First Pacific Leadership Academy, Antipolo, Rizal, to be part of the NATCCO instructors' pool. The 1st batch of the trainers' league was able to acquire the necessary skills and knowledge to be certified trainers that transform lives. Participants during the

first day were welcomed by the NATCCO - Knowledge Resource Center (KRC) Unit for a breakfast at the Talk N' Text Hall. The session was formally started with the Network Integration discussion by the ETCG Head, Ms. Daisybelle M. Cabal where she highlighted the importance of, We Thinking as Network Thinking. Meanwhile, Ms. Maribel Isidro-Gulay, ETCG - GAD and Women Enterprise Unit Head conferred the qualities of a good trainer as well as the tips and guidelines for effective learning. After the lunch break and stimulating ice breaker,

Ms. Emerlinda Galang-Guillemer, the CDA Supervision, and Examination Section Head deliberately talked about the CDA Training Regulation and updates. The Training Venues and Training Admin as rudimental of teaching were conferred by Ms. Hazel Ann Mangaya-Modino, the ETCG - Youth Unit Head. Afterward, Ms. Lasalette Gumban, the ETCG - Diaspora and Climate Action Unit Head taught trainer-participants the necessary presentation skills as they are expected to be the change-makers. At the end of the session, Ms.

Mary Rose L. Gob provided a recap on The Whole Brain Framework as a way to understand the Learner-Centered Paradigm. Participants were also able to have fun games and karaoke at the Socialization Night right after dinner at the Gilas Room. In the second session, Professor Milagros "Mila" Lagrosa, Ph.D., discussed the Structured Learning Experiences through Role Playing and Dramatization. She started with a morning inspirational prayer for the body, mind, and spirit and taught everyone the Ubuntu Greeting of saying "Sawabona" and

"Sikhona". This way of getting-to-know activity instilled a sense of humanity by being human only through the humanity of others. As Ma'am Mila quoted, "to teach is to 'co-create' a space in which the Community of Truth is practiced."

Furthermore, Ma'am Mila highlighted the value of Dia-Logos or Thinking Together in Training by playing and having fun through SLE as we are in a community of truth so, we have to play it by heart. She also tackled the fundamental approaches of learning, the adult learning principles and their characteristics, as well as the learning cycle. As part of SLE, Ms. Lagrosa instructed the participants how to play the Choices of the Heart

where they have to give up, surrender, and keep their 3 reasons for staying in their present work. Subsequently, participants gathered in five groups by writing their reflections at each bus stop. Before the Lunch break, Ma'am Milagros emphasized that "the role of an educator is to give energy."

As energy givers, facilitator-participants also grasped learning how to feel as a way to grow in wisdom and grace. With this, Ma'am Mila accentuated empathy as a basis of wisdom. To stimulate the feelings of the learner-partakers, Ma'am Milagros grouped them and let them dramatize the assigned emotions in their group. Another role play was instructed for

the participants where they will portray roles based on the whole brain quadrants for each character. In this simulation, participants learned that they will not be teaching drama but will use drama to teach. In the end, Ma'am Mila heightened the goal of an instructor-trainer in the new parlance of learning, and that is to achieve an authentic human development champion.

In the last session, grouped participants presented their chosen topic to test and apply their learning in facilitation and teaching. The facilitation critiquing was spearheaded by Ms. Rose Gob with the help of Ms. Daisybelle "Bing" Cabal, Ms. Cristeta Viesca, Ms. Lasalette Gumban, and Mr. Glenn

Medez. The participant-trainer received the Memorandum of Agreement in addition to their Certificate of Participation for the three-day in-person program. As Ma'am Bing pointed out the essence of the new pool of trainers, "we need soldiers to introduce to the coop, for them to grow not only big but to be better and best."

It is indeed a fruitful way to gather people with the same vision who share what they have as a means of showing their love and passion for learning. After all, we must continue to produce a new league of knowledge wielders to invigorate lives and transpire change. ■

## TOT Gallery



Day 1

Ms. Emerlinda Galang-Guillemer, with trainer-participants explaining the CDA Training Regulation and updates.



Day 2

Prof. Milagros Lagrosa with trainer-participants during the body, mind, and spirit morning inspirational prayer.





## Day 3

Facilitation Critiquing of group 4 to group 1 (presenter 3). The group which consists of Mr. Paul Paraguya (standing), Ms. Camille Baluyot, Mr. Mildredo Umbac, Ms. Mitzibelle Paelmo, Ms. Rosita Benting, Mr. Renante Marceño, and Mr. Ryan Jim Torero, made a twist of giving their insights on the presentation of the 1st group by raising a score card.

## ● Upcoming Events ●

**Oct. 3-5** LeaderSHIFT Bootcamp

**Oct. 20-21**

TOT on Transformative Leadership

**Oct. 6-7** Co-op LAMP Module 9

**Nov. 16-18**

Effective Project Proposal Writing Course

**Oct. 13-14** Co-op LAMP Module 10

**Nov. 21-23**

Training of Trainers (TOT) Batch 2

**Oct. 14** Co-op LAMP Batch 13 Graduation

**Dec. 12-14**

CCM Summit

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