

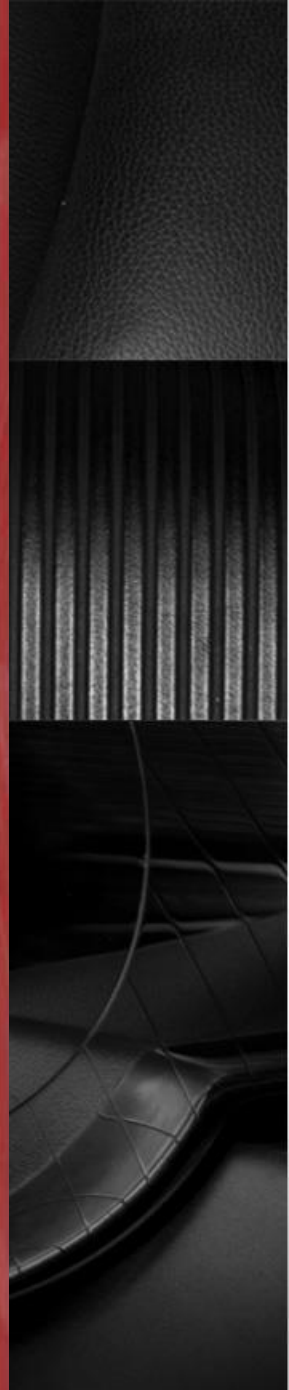


The Filipino Mind Revolution

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Zaxxun.com

- picking up where **Noli Me Tangere**
and **El Filibusterismo** left off

Rev1.0 8/2015



How do you solve a problem called the Philippines?

Where do we even start?

Poverty (large rich-poor gap)
Crime, corruption scandals, unsafe, law & order
Pollution, noise, eyesores, garbage
Heavy traffic, chaotic streets
Environmental destruction, unbalanced urban dev't
Lacking & degraded public infrastructure (trains, roads)
Bad drainage (lacking, insufficient, clogged)
Slow (internet, processing, customer service...)
Unreliable services (water pressure, electricity, ...)
Unemployment, underemployment
Low salaries, insufficient benefits
Low-tech, left behind in science & tech
Overpopulation
Red tape, inefficient systems



Teenage pregnancy, abortion
Armed rebellions, political instability
Broken families - adultery/affairs
Low-quality education, products, services
Out-of-school youth, street children
Squatters, lack of housing
Un-intellectual/nonsense media content
High-cost electricity
OFWs - separation of families
Non-pedestrian friendly sidewalks
Animals on the loose
Vandalism, election posters
No / stinking public toilets
Non-typhoon-proof shelter

How do you solve a problem called the Philippines?

Continued...

Calamities: typhoons, earthquakes, volcanoes
Brain drain; talented Filipinos leaving
Power crisis, brown-outs, imported energy
Hollow/degraded pride; low self-esteem
Lack of business & money handling skills
Weak military; Spratly islands conflict
No home-grown hi-tech industry/brands
Overflowing jails
Slow justice; many unsolved cases
Unqualified leaders - actors, newscasters
Bad family planning
Lack of trees/parks in urban areas
Unmarried professionals
Philippine passport - a curse for travelling



Limited choices for leaders
Not investment friendly
Oligarchy, political dynasty, crony
Islamic terrorists
Malnutrition, obesity
Unbalanced land distribution
Fading Filipino culture
Degrading English competency
Shallow Filipino vocabulary
Piracy in media content, software
Import & remittance dependence
Billions needed for elections
Weak research & development
Lack of capital

Band-Aid solutions proposed by politicians & leaders in Philippine society:

- Are they really effective?

- move the squatters → location just changed; problem persists
- dole out to poor → food & shelter, but still no job
- make new rules → but no one implements
- preach in the pulpit → but goes into left ear & out of right ear
- educate → but teachers are not good role models
- hire people → get a metro aid, but people keep littering

- Root cause of the problem is not addressed, which is...



Dysfunctional Pinoy Mentality (I)

- Corruption mentality
- Inefficient (red tape)
- Failure-prone
- Mismanagement
- Dirty politics, too much politics
- Litterbugs, dirty
- Disobedience to rules, undisciplined
- Religious hypocrisy
- Wasting time
- Crab mentality, jealous
- Show off
- Sense of entitlement
- Thick-faced
- Irresponsible
- Lazy, slow
- Un-trustworthy
- Not returning what's borrowed
- Low standard of quality

- bribes, kickbacks, extortion
- too many papers/forms/signatories
- palpak, no maintenance
- pagsayang ng pera
- siraan, patayan, bilihan ng boto
- "bawal umihi dito"
- ok lang, walang pulis
- Sunday-only "Christians"
- tambay, banjing-banjing
- inggit pag may umasenso
- keeping up with Joneses
- i-libre mo ako; akin nalang yan
- makapal, walang hiya
- cramming, sarap bago trabaho
- Juan Tamad, left behind
- di maasahan sa pera/trabaho
- pagsiningil mo - siya pa galit
- pwede na ang pwede na

Bulok!



Dysfunctional Pinoy Mentality (II)

- Disregard of inconveniencing others
 - Cheaters, scammers
 - Liars, no word of honor
 - Thieves
 - Heart above mind
 - Indulgence in materialism/pleasure
 - More talk than action
 - Selfish, inconsiderate
 - Chaotic, disorganized
 - Overflowing in sense of humor
 - Lack/absence of common sense
 - Filipino time
 - Forgetful
 - Come what may
 - Wrong priorities
 - No foresight, unprepared
 - Ningas kugon
 - Procrastination
- bahala ka sa buhay mo
 - from school to public office
 - walang isang salita
 - carnapper, kidnapper, house-napper
 - love life/buntis bago pag-aaral
 - pagpapakasap, bili mo ko
 - puro dakdak, walang nangyari
 - uy nakasingit sa pila
 - gulogulo, palenke mentality
 - just joke away problems
 - very rare in the Philippines
 - natraffic eh (puro palusot)
 - botohin ulit natin si kurakot
 - bahala na
 - fiesta, sabong, etc. bago tuition
 - panic sa bagyo; no return fare
 - New year's resolution: Jan only
 - mañana (mamaya na) habit

Kadiri!



Dysfunctional Pinoy Mentality (III)

- Think small, narrow minded
- Señor and maid mentalities
- Beggar mentality
- Leeching of foreigners
- Twisted sexuality
- Green minded
- Addict to unproductive things
- Colonial mentality
- Non-savers; isang kahig isang tuka
- Easily butthurt, hot-headed
- No manners, etiquette
- Grades/titles focused
- Star complex, attention seeker
- Kapit sa patalim
- Rebellious
- Pakikisama sa katiwaliaan
- Madaling mauto
- Always Not Enough Money

- sari-sari store (vs. Mega Mall)
- Filipina = maid (in many countries)
- Caroling for money
- foreigner husband = ATM
- daming bading, tomboy
- bastos
- facebook, games, TV
- foreign is superior
- ubos agad sweldo
- tampo agad, sapakan agad
- parang bata
- para sikat, lamang sa iba
- kulang sa pansin
- TNT, prostitution
- ASG, NPA, MILF
- walang mag-bubuking ha
- Gullible's troubles
- kulang pa rin \$\$\$

Grabe!



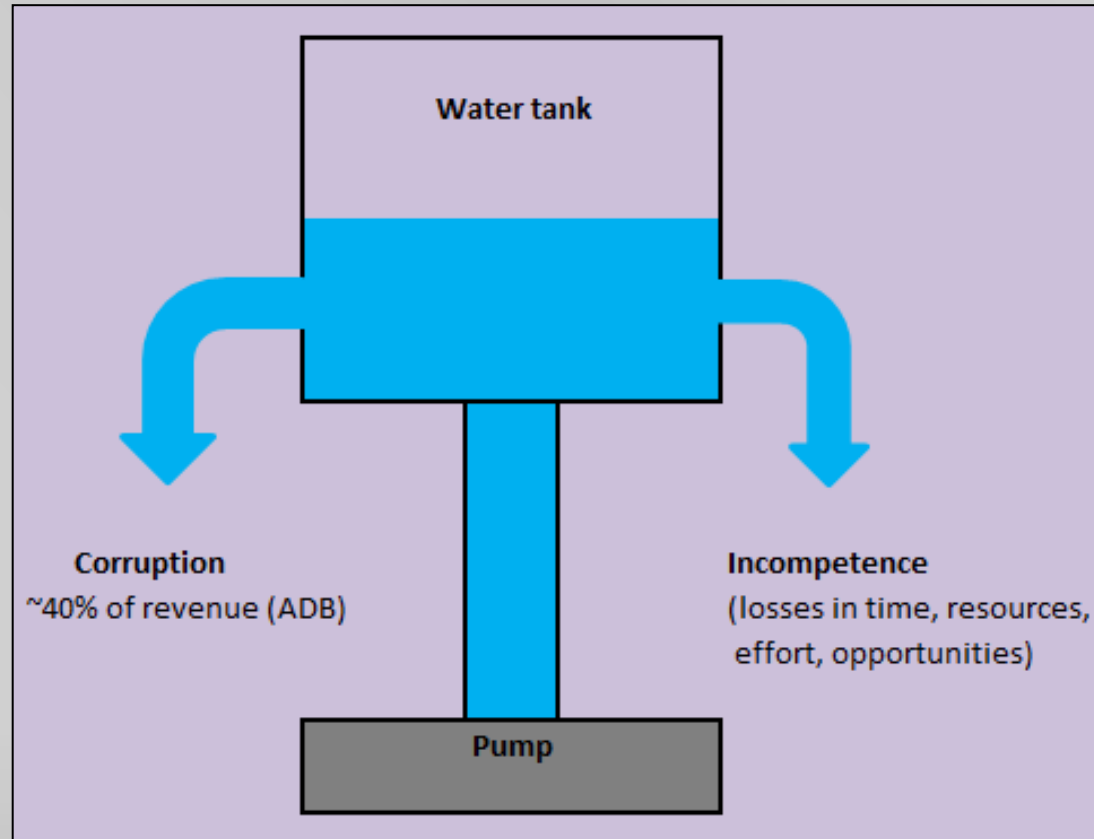
The Cancer of Philippine Society

- Complex behavioral & cultural **disease** that has swallowed Philippine society
- **Opposite** of first-world winner mentality
- Two main elements:
 - **Corruption** –dishonesty; self-interest
 - **Incompetence** – unfit for the job; lack of common sense
- Infected **everyone** in society: politicians, teachers, workers, students, etc.



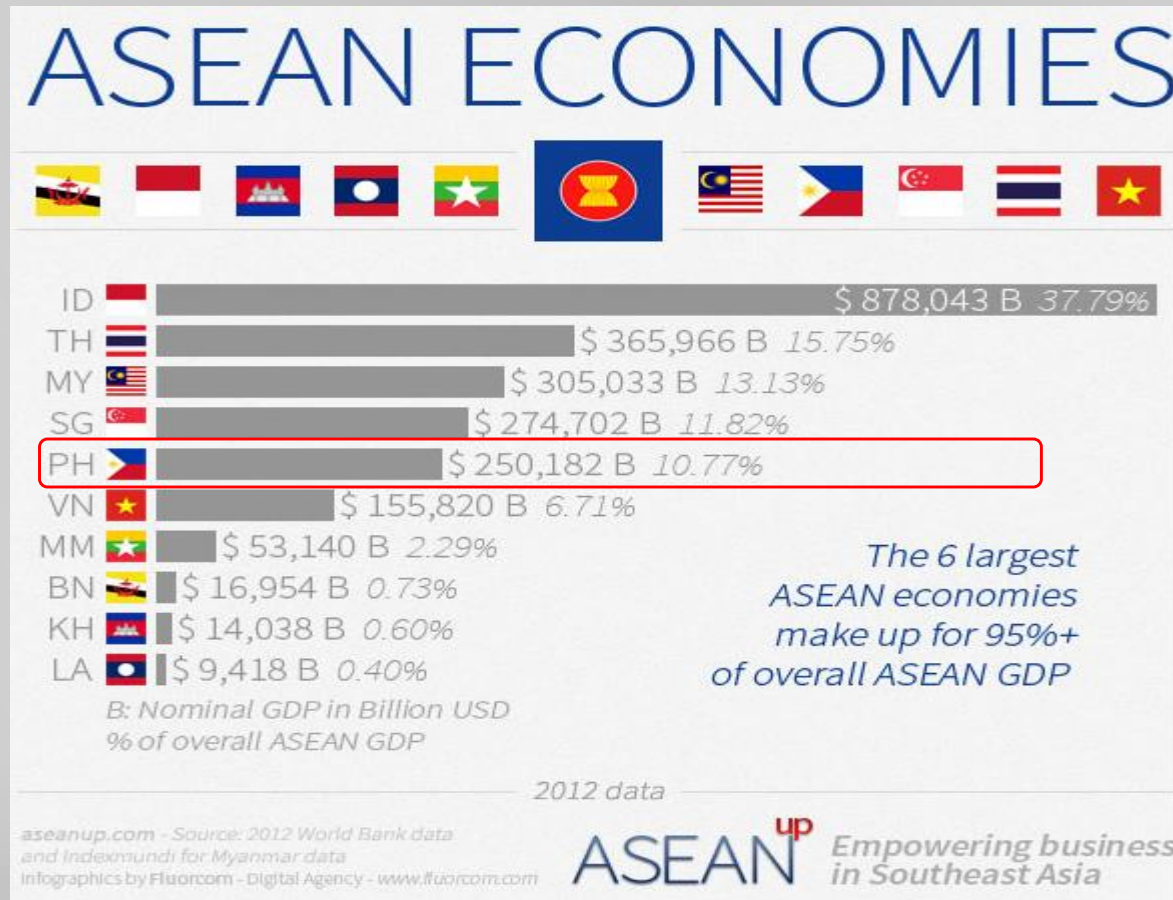
Corruption and Incompetence

- What a waste!



- 3 steps forward + 1 BIG step backward = 1 step forward

Philippines: Lagging Behind in Output



Per capita:

1 Singaporean
= 20 Filipinos

Philippines: Lagging Behind in Competitiveness



HOW ASEAN FARES

The Global Competitiveness Index 2012-13 rankings and 2011-12 comparisons

| Country | Rank/144 | Score (1-7) | 2011-12 rank |
|---|----------|-------------|--------------|
|  Singapore | 2 | 5.67 | 2 |
|  Malaysia | 25 | 5.06 | 21 |
|  Brunei | 28 | 4.87 | 28 |
|  Thailand | 38 | 4.52 | 39 |
|  Indonesia | 50 | 4.4 | 46 |
|  Philippines | 65 | 4.23 | 75 |
|  Vietnam | 75 | 4.11 | 65 |
|  Cambodia | 85 | 4.01 | 97 |
|  Laos | N/A | N/A | N/A |
|  Myanmar | N/A | N/A | N/A |

Source: World Economic Forum

POSTgraphics

Political and policy instability, excessive red tape, pervasive corruption, security concerns, and uncertainty around property rights protection seriously undermine the quality of the institutional framework on which businesses rely heavily," said the WEF in the Global Competitiveness Report 2012-2013.

Vision & Strategy for the Philippines

- To achieve Singapore status in 30 years
 - **C.O.D.** = Clean, Orderly and Disciplined
 - **Excellent** products and services. **Creative** Jobs.
- How? Adopt a new mindset → the Zaxxun Creed



ZAXXUN



The Zaxxun Creed

- RiZA mind revolution for the double-X-termination of corruption and incompetence – the UNited movement

THE ZAXXUN CREED

1. I'm a Zaxxun. **Incorruptible**: I bribe no one; I cannot be bribed.
2. **Integrity** is supreme. I lead a **clean, orderly and disciplined** life.
3. **Time** is gold. **Knowledge** is power. **Words** are alive.
4. **Action** defines character. **Excellence** is my trademark.
5. **Unity** is a fortress. My **genuine concern**: the common good.
6. **Innovation** creates opportunity. **Relentless improvement** drives success.
7. I **dream big**, think big, and **press hard** towards the goal.
8. **Wolves*** are exposed. **Corruptors fall** by the hand of the **Almighty** to whom be glory forever.



*Footnote: Wolves refer to wolves in sheep's clothing or hypocrites.

Why the Zaxxun Creed?



- Based on the **winner mentality** adopted by first-world countries and world-class ISO companies (secret sauce or formula of achievers)
- Product of staying in **Japan** for over a decade, working in a top **multinational** company, and being a **Christian** almost all my life
- A century ago, **Rizal** started a revolution to awaken the Filipino mind
 - Liberation of the Philippines from corrupt colonizers
 - Changed leaders to Filipinos (but **still corrupt**)
- This century, we need a new revolution to **awaken the Filipino mind**
 - Liberation from Pinoy corrupt and incompetent mentality
- Zaxxun mindset → adopting **mind of Christ** (fully Biblical principles)



80+ Reasons why Zaxxun Creed is **effective**

- **World-famous Japanese Brands**

Toyota Lexus Daihatsu Honda Acura Nissan Infiniti Isuzu Mistubishi Subaru Mazda
Kawasaki Suzuki Yamaha Takata Makita Shimano Komatsu Hino Fuso Toshiba Hitachi
Sony Victor JVC-Kenwood TDK Tiger Kyocera Sanyo Fujitsu NEC Denso Star-Micronics
Brother Nintendo Sega Canon Nikon Ricoh Minolta Fujifilm Olympus Casio Seiko
Citizen National Panasonic Sharp Onkyo Epson Renesas Zojirushi Rohm Aiwa Akai
Audio-Technica Alpine Oki Omron Clarion Daikin Denon Funai Konica Pioneer Roland
Boss Eizo Fuji-Xerox Uniden Ajinomoto Yakult Kirin Suntory Lotte Meiji Uniqlo Mizuno
Toto Nissin Calbee Bridgestone Shiseido Asics Asahi Pentel Zebra Pilot Maxell

PHL is being left **FAR** behind

- The benchmark in Asia is Japan:



- What world-class export product is PHL known for?
 - No technology, intelligence or creativity needed
 - What does it speak about your country?
 - Country image/status is based on products you produce

VS.



Plan: Adopt the **Zaxxun Creed** Nationwide

- **Schools** (public/private; K12, colleges, vocational)
 - Adopt the Zaxxun Creed as part of the Curriculum
- **Organizations / Companies**
 - Require employees to become Zaxxuns
 - Hire only Zaxxuns. Fire non-Zaxxuns.
- **Politicians / Government agencies**
 - Post the Zaxxun Creed on walls
 - Recite in public



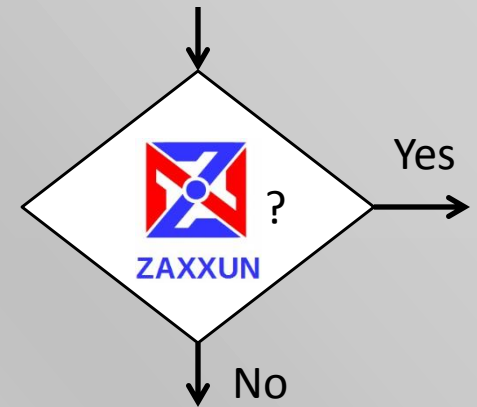


Zaxxun Creed for Schools

- Schools produce the **next leaders** of Philippine society
(we need **better candidates**: incorruptible AND competent)
- This mindset formation should start at a **young age** (grade-3 onwards)
- Require the Zaxxun Creed to be **memorized** by the students & faculty
- Teachers must be **role models** of the Zaxxun Creed
 - No Corrupt Teacher saying *"You can cheat, as long as I don't catch you"*
- Create a **new subject** called **Zaxxun Mindset**
 - Students can discuss the creed, share ideas, propose solutions, create products,...
 - Displace a subject: More than half of what students learn in school is not used in their work/life anyway

It's your choice

- Do you want your country to remain poor and ugly?
- Poverty is deeply rooted in a mindset
 - Poverty mentality vs. Zaxxun mentality
- There are no poor countries, only poorly managed ones.
 - Poverty is not a resource issue → it's a people's mind issue
 - If P.I. was owned by Americans, Japanese or Singaporeans
→ it would be a great first-world nation/state



Summary

- The **cancer** of a dysfunctional Pinoy mindset plagues the Philippines
- Fix the problem at the root (corrupt and incompetent mind) by adopting the **Zaxxun Creed** (winner mentality of first-world countries/companies)
- The Philippines can achieve **Singapore C.O.D. status in 30 years** if we start now (our students will be tomorrow's Zaxxun-class leaders)



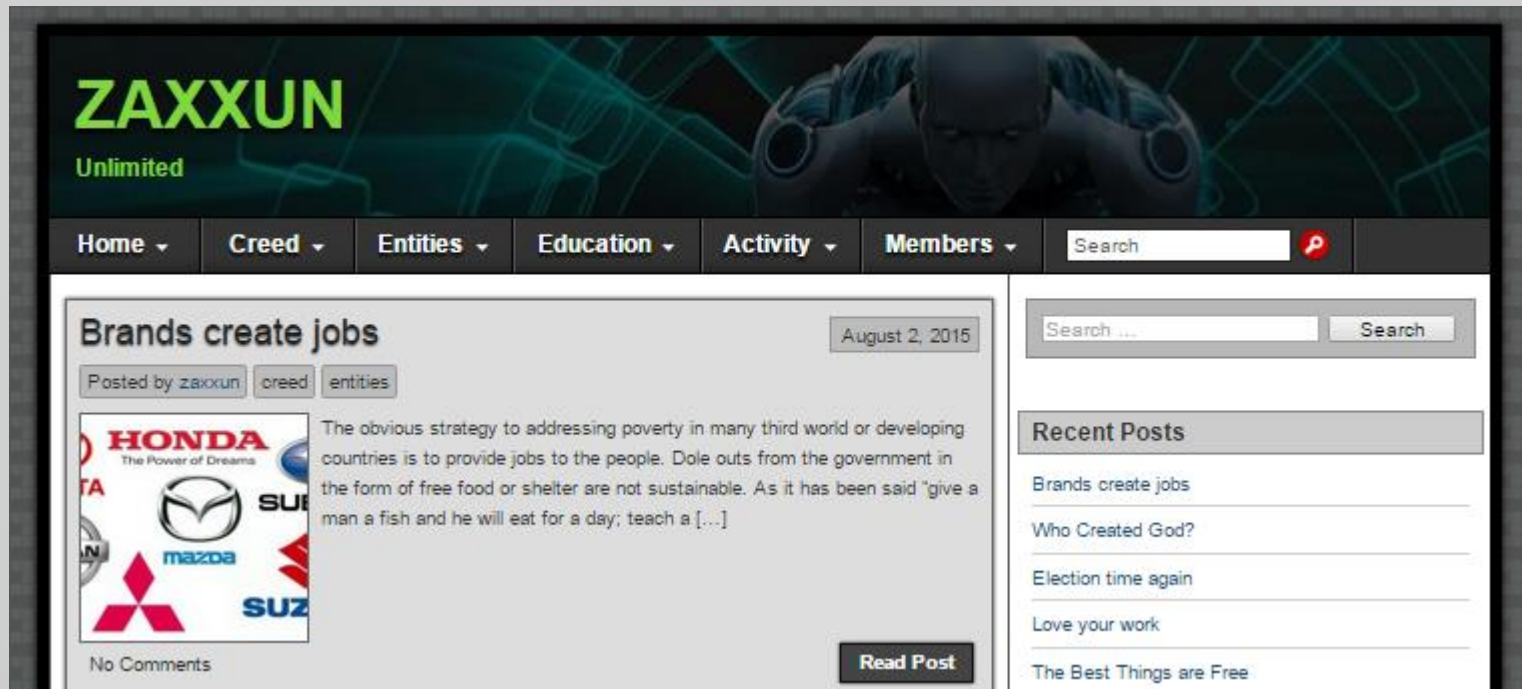
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30 years



Thank You

- Discover more and join the action at our website: zaxxun.com



- Do you need extra income? See “[Brands create jobs](http://zaxxun.com/brand)” article, and zaxxun.com/brand

