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## development academy of the philippines

6 November 2015

To whom it may concern:

Greetings from the Academy!

Culture plays a significant role in the accomplishment of an organization's set of goals. It is the embodiment of the vision, mission, core values, guiding principles, behavior and attitude, which collectively determines the direction of the daily operation of organizations. However, building a culture of quality is not just a project with a beginning and an end; it is a perpetual journey. Thus, it has always been a challenge to set a foundation for culture of quality as it requires commitment and deliberate management of the change process.

As the Philippine Quality Award (PQA) Administrator for the Public Sector, the Academy helps institutions adopt a culture of excellence through the adoption of the Business Excellence (BE) framework by way of its various program interventions.

In this regard, the Academy is implementing a seminar on **"Six Steps to Building a Culture of Quality"** on 24 November 2015, 9:00am-5:00pm, at DAP Bldg., San Miguel ave., Pasig City. Using only six steps, Dr. Jorge Roman, Director of Business Excellence Chile and expert on TQM, Lean Management, Business Excellence Framework, and QMD will share some good practices that will lead organizations and build teams toward performance excellence.

With utmost trust and confidence in your commitment to excellence, we are extending to you this invitation to send participant(s) to this public offering or avail of an in-house program.

A limited number of participants will be accommodated on a first-come-first-served basis. We encourage you to take advantage of this opportunity by reserving slots early. For reservations, please see attached flyer.

Should you need further details, we can be reached through telephone numbers (02) 631-2156 (telefax) or (02) 631-0921 to 30 local 135 or email: [navarroc@dap.edu.ph](mailto:navarroc@dap.edu.ph). *Attention:* Levis E. Navarro.

We are looking forward to your participation in these endeavors. Thank you and we are one with you in your continuing program to promote excellence in public service delivery.

Very truly yours,

  
**ANTONIO D. KALAW, JR., CESO I**  
President

