



Worldwide Central Properties Inc.
Member of Worldwide Group of Companies

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2021

AT HOME WITH

CENTRAL

BUILDING COMMUNITIES. BUILDING PEOPLE.

Fire Prevention Month

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**Path To Spectacular
Growth: Hire Professionals**

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**Biggest Buyer
Blowout Promos**

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Biggest Buyer

BLOWOUT EVER

RESIDENTIAL SUITES

1-Bedroom Suite
Php 550,000 discount

Studio Suite
Php 400,000 discount

BARRIER-FREE SUITES

1-Bedroom Suite
Php 500,000 discount

Studio Suite
Php 450,000 discount

**This promo is applicable for selected units only.
First 10 buyers from March 16 - April 30, 2021
get to enjoy these huge blowouts!**

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Nuat Thai
Skin 911
Diet in a box

Path to Spectacular Growth: Hire Professionals

Prof. Enrique Soriano



"It doesn't make sense to hire smart people and then tell them what to do, we hire smart people so they can tell us what to do."
-Steve Jobs

Success, growth and well-being of a business depends on its ability to attract, motivate, develop and retain outstanding executives who are not kin. I also hasten to add that any business with the intention to continue and grow needs executives with a profile matching the business culture, organization, and strategy (Gallo, 1991; Welch, 2005).

The intermingling of the family, business and ownership ecosystem spawns a different organizational business culture unique only among family owned businesses. To be effective, non family executives must be able to merge their set of values with that of the new culture. When there is alignment, a cultural fit creates synergies between non-family executives and the family business.

In one of my overseas talks last year, I recall one participant and business owner in his late 60's candidly sharing his thoughts and reservations on the need to hire professional executives. He expressed his concerns and even went further by questioning my views related to the hiring of senior non-family executives. The business owner's exact words:

- a. Professionals cannot be trusted
- b. They are only after their personal and selfish interests
- c. They are very expensive
- d. They are not as passionate and committed as family members
- e. They jumped from one company to another
- f. They will never be loyal to the organization

My response was swift. Firstly, I emphasized that hiring professional executives is not just about showcasing their impressive credentials. Using the latter as a singular yardstick can present challenges to the family business.

Secondly, there are four hiring pillars that owners must embrace. These are the technical skills, human relations skills, track record and the “cultural” fit of the candidate. Neglecting one pillar in the hiring process will likely lead to possible failure. The latter may be able to deliver based on measureable expectations but if he or she fails to manage the impulsive nature of the owners, the tenure will likely be short lived.

Thirdly, it is extremely important for the organization to create an environment where business is defined by a set of rules, roles and responsibilities. This will minimize the confusion when professionals join the organization.

I ended my talk by sharing an inspiring story about Liem Sioe Liong (LSL), the Salim Group founder and patriarch of one of the largest conglomerates in Indonesia. LSL once remarked when asked why he took a major leap of faith in hiring non-family members during his start up years and he said...

"I have a strong management team and they see the opportunities but choosing the right people and believing in professionalism is my underlying approach. You see I believe in teamwork and not dictatorship."

Through time, the steady collaboration between the owners and professionals of the group, reinforced by the shared vision of the founder and the next generation successor, youngest son, Anthony Salim (US\$7B), created an empire with 300 plus corporations. The group has extended its reach to several continents namely Asia, North America, Europe and Australia.

The Philippines and Hong Kong operations is run by a professional executive in the person of Manny Pangilinan under the First Pacific Group Holdings. This professional empowerment has produced unprecedented growth outside Salim's sphere of interest, making the Pangilinan model a gold standard for family owned enterprises to emulate.



Prof. Enrique Soriano

A World Bank/IFC Governance Executive of Post and Powell Singapore and the Executive Director of Wong + Bernstein, a research and consulting firm in Asia that serves family businesses.

FIRE PREVENTION MONTH:

SA PAG-IWAS SA SUNOG DI KA NAG-IISA



Life Tips

To make sure that your family and house are safe, the BFP recommends these tips to avoid the occurrence of fire:

- 1.) Unplug all electrical equipment when not in use and regularly check electrical equipment to avoid overloading of electrical circuits.
- 2.) When using cooking gas, check for gas leaks and always ensure that the LPG tank is stored in a well-ventilated area to avoid the accumulation of gas vapors.
- 3.) Enforce “No Smoking” policy inside or outside the house and dispose of cigarette butts properly.
- 4.) Practice proper housekeeping and keep flammable materials out of reach of children. Flammable materials include candles, lighters, and matches, which should be kept properly and securely.
- 5.) Plan ahead--establish an emergency and evacuation plan at home and familiarize with escape routes. And most importantly, keep flammables away from your children
- 6.) In case of fire, close the door of the burning area to stop the spread of fire. As smoke rises up, breathe slowly, and get a piece of wet cloth to cover the nose and mouth to avoid suffocation.
- 7.) When trapped in a fire hit area, it is highly recommended to go to a room with windows leading outdoors.
- 8.) If clothes catch fire, do not run or panic, do the: “Stop, Drop, and Roll. “In this life-threatening situation, shout for help or wave a cloth outside the window to alert the people around you and keep in mind to remain calm.
- 9.) The most important thing to do is to call 911, the nationwide emergency hotline number, and tell the emergency operator of your location right away.

Fire incidents are potentially deadly and very dangerous, but by following these safety precautions from authorities, we can prevent untoward incidents from happening. Just remember that having the presence of mind in any situation can also spell the difference between being a victim and being a fire survivor.

In line with educating the public on fire prevention, the BFP also encourages everyone to get involved and actively participate in fire drills conducted by barangays, schools, place of employment, and local government units. Fire drills are essential and allows everyone the chance to rehearse proper evacuation procedures. These also train participants to behave rationally amidst the crisis. Keep safe.





SOMERSET



THE SUITES *at*
GORORDO

Construction has reached
the 11th floor



THE SUITES *at* GORORDO

Biggest Buyer

BLOWOUT EVER

Reserve a unit from March 16 to 31, 2021
to enjoy one of these great buyer perks.

Choose from the special unit selections
to get free perpetual rights to use
one (1) assigned parking slot!

1 Regular Parking Slot
57-square meter units and above

1 Mechanical Parking Slot
56 square meter units and below

Other units offer huge shopping credits
from our partner establishments, enough
to fully design your home interiors!

Php 650,000 credits
57-square meter units and above

Php 500,000 credits
56 square meter units and below

Parking rights are not transferable and not for resale.

Tasty Chicken Adobo Recipe



Everyone needs a one-pot wonder in your go-to cookbook that works for family meals, kids' baon, and festive occasions-and classic chicken adobo is the one to know. With a recipe this simple, the right ingredients are key.

Vinegar is hard at work behind the scenes, giving this dish its signature sourness. Soy sauce adds color and saltiness, and for the meaty kick, a Knorr Chicken Cube adds the perfect flavor to every bite.

Ingredients:

- ☐ 2 tablespoons cooking oil
- ☐ 3 heads garlic, peeled and minced
- ☐ 1 tablespoon whole black peppercorns
- ☐ 1 kilo chicken, cut into pieces
- ☐ 1 Knorr chicken cube
- ☐ 1 cup white vinegar
- ☐ 1/2 cup soy sauce

How to Cook Tasty Chicken Adobo

- ☐ In a pan, saute the minced garlic and black peppercorns. Add the chicken and let it brown on all sides.
- ☐ Add the Knorr Chicken Cube, white vinegar, and soy sauce. Let it simmer for 20 minutes. Season with salt. Serve with warm rice.

Word Search



- Fire Truck
- Siren
- Radio
- Pole
- Hose
- Helmet
- Gloves
- Boots
- Flashlight
- Rope
- Googles
- Red
- Yellow
- Ladder
- Hydrant
- Flames
- Smoke
- Fire Suit

Freebies

NUAT THAI
นวดไทย
Foot & Body Massage
BANAWA
U/G FLOOR SUNDANCE RESIDENCES
R. DUTERTE ST., BANAWA, CEBU CITY

20% OFF ON REGULAR RATES
DURING HAPPY HOUR
Mondays through Fridays | 12 noon to 6 pm.

50 PHP OFF ON SELECTED MASSAGE
SERVICES AFTER HAPPY HOUR
All day Saturday and Sunday

TERMS & CONDITIONS
1. Valid only at Nuat Thai Banawa Sundance
2. Not applicable for home service.
Valid Until: March 31, 2021

skin911[®]
FACIAL & SLIMMING CENTRE

PHP 400.00
COMPLETE FACIAL
WITH DIAMOND PEEL

Valid Until March 31, 2021

BANAWA | Upper Ground, Sundance Residences, R.
BRANCH | Duterite St., Banawa, Cebu City
0923 642 0645 / 032 384 6834

DIET IN A BOX
10% DISCOUNT
PROMO CODE
DIABSUNDANCE
CALL 0922 478 1282



SUNDANCE
RESIDENCES
BANAWA, CEBU

Best Move In DEAL EVER

Garden Suite

One (1) Free Assigned Parking Slot
3% Spot Cash to move in
7.5% in 12 months
2.25% bullet payment every six months
Balance on the 14th month

Sky Suite Penthouse

One (1) Free Assigned Parking Slot
3% Spot Cash to move in
10% in 12 months
1% bullet payment every six months
Balance on the 14th month

Studio/1-Bedroom/Two-Bedroom

3% Spot Cash to move in
7.5% in 12 months
2.25% bullet payment every six months
Balance on the 14th month

Parking rights are not transferable and not for resale.

HURRY! THIS OFFER IS VALID UNTIL APRIL 30, 2021 ONLY.



Worldwide Central Properties Inc.
Member of Worldwide Group of Companies



WORLDWIDE CENTRAL ELITE BUYER PROGRAM

Good news to all Worldwide Central valued homeowners!

Get an additional 3% discount on top of existing buyer promos when you purchase again from another Worldwide Central project.

Ongoing Buyer Promos



Studio/1 bedroom/ 2 bedroom

- 3% Spot cash to move in
 - 7.5% in 12 months
- 2.25% bullet payment every six months
 - balance on the 14 month

Garden Suite

- One(1) free assigned parking slot
 - 3% Spot cash to move in
 - 7.5% in 12 months
- 2.25% bullet payment every six months
 - balance on the 14 month

Sky Suite Penthouse

- One(1) free assigned parking slot
 - 3% spot cash to move in
 - 10% in 12 months
- 1% bullet payment every six months
 - balance on the 14th month

Valid Until April 30, 2021



THE SUITES at
GORORDO

**Choose from the special unit selections
to get free perpetual rights to use
one (1) assigned parking slot!**

- 1 Regular Parking Slot
57-square meter units and above
- 1 Mechanical Parking Slot
56 square meter units and below

**Other units offer huge shopping credits
from our partner establishments, enough
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1-Bedroom Suite
Php 550,000 discount

Studio Suite
Php 400,000 discount

Barrier-Free Suites

1-Bedroom Suite
Php 500,000 discount

Studio Suite
Php 450,000 discount

Valid Until April 30, 2021



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