



SERVIAMUS MUTUAL BENEFIT ASSOCIATION INC.

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2 day of Performance Review & Strategic planning

March 15-16, 2018

Time Started: 9:30 am

Prayer of Msgr. Aureo Pati-an

Opening Remarks of Libertine L. Capangpangan

Facilitator: Sir Banzon (RIMANSI Consultant)

Levelling of Expectation from the participant:

- Performance of the SMBA as compared to others
- To know what to do and how to improve
- Tools on improvement.

The facilitator inputted the overview of “Strategic Planning”, on which it identifies long term direction, it describes the – where are we now?, where do we want to be?, and how will we get there? In this time we will visit the associations mission, vision and values.

Below are the results of the discussion as to the interest of stakeholders which can be done anytime by any individual, group or institution that will be affect if the MBA changed.

Member - fast service, good benefits with low cost

Board – continue servicing the members, matter of things to help the organization

Mgt. – for the good of the association and compliance

Staff – service to members & be paid to sustain basic needs

Participants agreed that the President and the board has the greatest power and influence to achieve the associations direction. It is important to involve the influential stakeholder to guarantee that decisions are aligned with the goals of the organization.

Mission Statement of SMBA: “We provide accessibility to affordable protection and security to people specially the poor and a partner in uplifting the quality of life in the communities we serve.”

Above statement answers the question on why do we exist? It keeps us clear on the direction of our association and a guide in decision making. But the facilitator says that, it should be clear, short and simple for everyone to remember, the language used must be easy to understand, be broad enough to continue over a period of time.

Revised Mission Statement: “To provide members with affordable and accessible protection against life cycle risk.

Another topic is the organizational values, SMBA has no values but the foundation has. These principles and ethics will guide the behavior of the organization members and help

determining what is right and wrong, as mentioned by the facilitator. The following are the inherent values:

- Service – fast delivery, timely, complete and accurate reports
- Teamwork – cooperate and work together for a common goal
- Respect – polite and enthusiastic in dealing with stakeholders
- Integrity – honestly admits mistakes and weaknesses
- Trust – willing to try new things or consider new ideas
- Stewardship – good keeper of the resources

Vision Statement of SMBA: Preferred micro-finance provider in Mindanao (number 1). This answer the question “what will our Mi-MBA look like 5 years from now?” It serves as a guide on what we are trying to do and become. It may change as the organization changes.

Internal Assessment:

From the SEGURO indicator the following needs improvement:

- Liquidity= 712%; adequate current asset that can be converted into cash within a year, good in a way that we have enough cash but bad because of unused that it can be invested to earn; it must be 1:1 ratio
- Claims settlement= 26.95%; bad as we are low in paying claims
- Investment Yield = .07%; not maximize, must invest like investment pooling at BPI

STRENGTH	WEAKNESSES
<ol style="list-style-type: none"> 1. Strong partnership with MFI 2. Generally favourable financial performance 3. High participation/membership 4. Customized MIS 5. Linkages of partnership 	<ol style="list-style-type: none"> 1. Claims pay out – too much documentation, system, staff 2. Too high liquidity – fund management 3. Governance 4. Low investment 5. Outreach – too dependent on MFI
OPPORTUNITIES	THREAT
<p>Stable economic condition Large unserved market (church bases, people’s org., other MFI’s, etc) Available funds to support market expansion Investment instruments with higher yields</p>	<p>Peace and order Calamities (typhoon, flashflood) New regulatory requirements & taxation</p>

FUNCTIONAL AREA	GOALS	PERFORMANCE INDICATOR	BAS E LINE	YEAR 1	YEAR 2	YEAR 3	NEW INITIATIVES
Financial	Improved profitability	Return of assets Return of Net premium	11% 6%	11%	20%	20%	Market Expansion
	Improve Liquidity	Liquidity Ratio	712%	120%	120%	120%	
	Improved Investment Yield	Investment Yield	.07%	Above Inflation rate			
Market		% No. of satisfied client		90%	95%	98%	Annual Client Satisfaction Survey
		% and No. of growth in outreach		20%	50%	100%	Product Development
	New product developed				GLIP/CLIP		
		% Growth in premium per product		35%	40%	45%	
Operations	Manage effeciency	Operational Effeciency Ratio	9%	12%	12%	12%	
	Improve claim pay out	Claims pay out	27%	90%	95%	98%	Training/Staff personality development
	Compliance of report	Data accuracy/on time availability	100%	100%	100%	100%	
Learning & Growth	Improve performance & Staff competencies	Increased performance evaluation of staff	Satisfactor y	Highly Satisfactory	Highly Satisfactory	Excellent	Performance Management System. Performance Goals/Standards Updated Semester/Annually . Performance Appraisal Conducted Every Semester
		% Staff Turn-Over	33%	12%	0%	0%	
		No.Of Training Per Staff/Hours Of Trainings Per Year		Minimum of 40 hrs			In House Trainings/Send Employees To Trainings Such As Claims Administration, Customer Service. Governance And Personality.
	Improved Board Governance	Increased Corporate Governance Scorecard	29.7	Above Previous Ratings			Enhancement To Board Of Trustees On Corporate Governance Scorecard And It's Indicator. Invite Institute Of Corporate Directors As Resourse Person.

Strategic choice/direction

- Market expansion: new market-existing product
- Product development: CLIP

Market: Baseline = 18,000 Year 1 = 21,600 members

Who: SEDP of Surigao, Association, Cooperative and Employees

Where: Surigao and Iligan City

How: Talked with Executive Director then make a proposal

	ACTIVITY	RESPONSIBLE	TIME FRAME	COST
SEDP		Mr. Tan	End of March	
Church Based Group		Mr. Tan		
Association or Coops	Talk to CDA/Prospective -conduct market research	Ms. Capangpangan	2 nd quarter of 2018	
Small companies -marketing initiatives	-orientation -marketing officer	Ms. Capangpangan	2nd quarter of 2018	

Plan to improve performance:

MBA Staff must do:

1. Posting payments
2. Processing claims

Investment Yield

- Long term
- Look for liquidity (current assets)

Governance Score Card

- on how to handle the organization
- invite ICD to present the 2017 ACGS to SMBA Board

Performance of the serviamus

- 29.54- a lot of things that need to be improved
- 36.43- average

Closing remarks of Mr. Godofredo Lumbo Jr.....words of gratitude to Sir Banzon and to RIMANSI for this activity.

Time Ended- 12:00 nn