

October 21, 2013

The Public Relations Office
Office of the Secretary General
The United Nations Organization

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To whom it may concern:

I have the honor to invite the UN Secretary General, His Excellency, Ban Ki-moon to write a message on my book entitled Pinoy Leadership Innovation, A Lifetime Advocacy: How To Win The People's Confidence and Lead A Worthy Experience?

The said publication demonstrates a leadership style that I employ in the Philippine Innovation Entrepreneurship Mission, Inc. and RRML Del Rosario Pastoral Social Development Center.

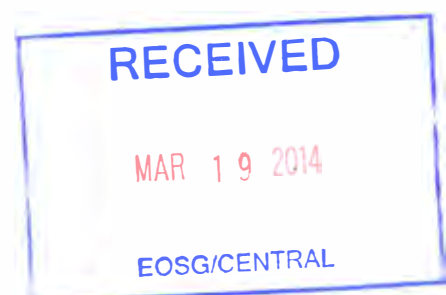
It is important to articulate a Filipino leadership style, I call it- Pinoy Leadership Style. I believe that to some extent such concept aspires to contribute to the aspirations of the United Nations Millennium Development Goals cognizant to the objectives of human development and equitable global society.

I am confident that your message of inspiration and statement will inspire more Filipinos and global citizens across the world.

Accept, Excellency, the renewed assurances of my highest consideration I hope to get a favorable response in this regard. Thank you very much.

With highest felicitations,

Rey Runtgen Martin L. del Rosario
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FOREWORD

When I was in college, making a difference would always be my mission. I have embraced this mission to inspire myself from successful stories I heard from hard work to victory. At the age of seventeen, I was already exposed to various socio-political events in the Philippines. I participated in various movements to journey towards the opportunity and student organizations in the national level. I must admit that at that age, I was already adventurous to look into opportunities on how I could make a difference in my country, the Philippines. There was a conference on youth leadership sponsored by a national newspaper with a school in Manila which chose me as a delegate. That event, to some extent, became an eye opener for me to live the mission of making a difference. So, at such a young age, I had also written articles which talked about making a difference in some magazines. During that time, I never doubted why I was fond of doing such things instead of focusing on my social life during my collegiate life.

I can also remember that sharing articles with some publications became a natural attitude to live this mission. This attitude stirred me to become sincere in my action considering that some became the sources of my strength especially during that time. Sr. Anna Bagadiong, FSP was one of those few nuns who have inspired me most. She welcomed my articles to an international magazine produced by her community.

This situation, for instance, has molded me to become stronger on my own personal challenges. Becoming matured and independent at the age of seventeen, were realities that confronted me during that time. Perhaps, God has opened His arms for me to translate this mission into an advocacy. I got to realize to live a mission of making a difference.

Engaging in such advocacy was also about mainstreaming reality of my life which was exasperating. Often, realities in life will teach us to focus on our own, becoming self-centered but not in my case. It has been a rare blessing to discover the innate goodness in us by focusing on others to make a good cause, a difference, and as an advocacy.

When I continued my studies in Taft Avenue, I became more confident to form my own “movement.” I organized some friends. During my birthday, we “launched” an advocacy with Sr. Merlit Lagumbay, FSP. Like the experiences of

others, there were other impediments that hindered my intention to push my advocacy.

When I took a course on Family Ministry and Counseling in Center for Family Ministries (CEFAM) —Oh Boy! Fr. Ruben Tanseco, SJ inspired me and initiated worthy realms on life that helped me rediscover my purpose in life. I may not be his best student (considering that I was only twenty one years old when I was in the crowd of middle life and seasoned group) but my advocacy of making a difference today will hopefully make me more purposeful to others as someone who has the knowledge in family dynamics as well.

Over the years, the desire to make a difference enshrined in my heart never faded. I tried to live this mission through simple community involvements, and participation in various international conferences. However, I have always believed that there must be more concrete actions so as to address this mission in its fullest.

This is why I officially established RRML Del Rosario Pastoral Social Development Center and Philippine Innovation Entrepreneurship Mission, Inc.- to continue my mission of making a difference to share ideas and inspire individuals and organizations. It is in this advocacy that I think God has given me the gift to influence others through this mission.

This book is also a reflection of the past eleven years of my life, years that have been as joyful as they have been difficult. These formative years allowed me to strengthen my weaknesses.

I became resilient to serve others as part of my human advocacy. It is in this light that my reflections were embedded on the various integrated literature. I wanted to believe that this mission is aligned with my philosophy eleven years ago. Apart from my advocacy through RRML Del Rosario Pastoral Social Development Center and Philippine Innovation Entrepreneurship Mission, Inc., I am also sharing the concept of Pinoy Leadership Innovation derived from my personal experience and as an inspiration to honor the current president of my country. Thank you President Noynoy for your sincere advocacy. I hope that we, Filipinos, would always be steadfast in proclaiming that we also have our own leadership style.

Aside from the mission of making a difference, I also got inspired by the writing of Dr. Robert House, a professor of Wharton School of Business who was instrumental on the path-goal theory. The difference in the relationship between leaders and subordinates in the Philippine setting makes a new wave of leadership style.

I believed that the concept of Pinoy Leadership Innovation is the process of serving and leading Filipinos unconditionally beyond the parameters of a comfort zone area typically in the countryside and often times on the most underdeveloped areas of the country for the purpose of providing an impact to enhance the welfare of the people.

Pinoy Leadership Innovation also addresses a cause to define an emergent aspect of leadership style in the Philippine setting based on the collective style among Filipinos. I employed Pinoy Leadership Innovation in facilitating and leading my Asian-Filipino Centers, RRML Del Rosario Pastoral Social Development Center and Philippine Innovation Entrepreneurship Mission, Inc. Comprehensively, this book integrates concepts and approaches to leadership. It further presents fundamental understanding on the roles, qualities, and various behaviors that Filipino leaders should demonstrate in the process of “leading.”

I highly affirm on the empowerment of the Filipinos as the lamp lighters of the society. You will observe that I used the concept of “lamp lighters” since most of the time, Juan Pinoy demonstrate the willingness to help others. I believe that Pinoy are agents of change more than anything else. I mentioned that they are agents since most of the time they are focused on the holistic development of others. However, this can be observed through my strong support to various initiatives subsumed in RRML Del Rosario Pastoral Social Development Center and Philippine Innovation Entrepreneurship Mission, Inc. In the same way, many leaders are busy leading their people; they forgot to integrate innovation to make their leadership worthy to the Filipinos. The concept of innovation transforms people’s participation towards a sustainable leadership, I named it Pinoy Leadership Innovation.

For instance, after the September 11 New York attack- also known as 9/11, the world order has changed its leadership. It resulted in diverse coverage and contentious leadership approaches, while others believed that there are emergent philosophies in the 21st century. Perhaps, the 9/11 event crystallized the interest of most individuals to live and respond with their own version of leadership, hence, in the Philippines, Pinoy Leadership Innovation.

Personally, I invite those who read this book to join me in this mission. I request you to cordially pray for me. I also pray that you will be a blessing to your friends, family, and hopefully to your respective society. May we continuously win the people’s confidence and lead a worthy experience as *always*.

This book is process oriented that addresses the art of innovation which can cause better lives to people. Embracing innovation is best taught by living and leading by example. Furthermore, this book draws on various choices and

stories that illustrate themes and approaches on leadership. Therefore, the cause of this book is geared towards the formation that envisions its readers to demonstrate a mission of a lifetime advocacy.

Live Jesus in our Hearts, Forever.

Rey Runtgen Martin L. del Rosario



Hon. Gregory L. Domingo
Trade & Industry Secretary
Republic of the Philippines

My warmest greetings to Pinoy Leaders, and my heartfelt congratulations to the founder of the Philippine Innovation Entrepreneurship Mission, Inc., Rey Runtgen Martin L. del Rosario on the publication of your book, *Pinoy Leadership Innovation: A Lifetime Advocacy: How to Win The People's Confidence and Lead A Worthy Experience*

We in government continue to uphold the significance of leadership. It is also in this opportunity that we restore an honest and transparent government for the betterment of our country. May this book serve to inspire more Filipinos to engage in social entrepreneurship - *Pinoy Leadership*.

Together, let us share the light of our victory with every Filipino, as we remain steadfast in building a people's government through a society of social entrepreneurs.



Her Excellency Agnes Nyamande-Pitso
South African Ambassador to the Philippines

To Mr. Rey Runtgen Martin L. del Rosario, please accept my congratulations for writing such an inspiring book that will remain relevant for years to come.

South Africa's Former President Nelson Mandela and world icon said in one of his famous quotes on the 90th birthday celebration of Mr. Walter Sisulu in Johannesburg, May 2002: "What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead." Mr. del Rosario's book entitled "*Pinoy Leadership Innovation, A Lifetime Advocacy: How To Win The People's Confidence and Lead a Worthy Experience*", is a good source of inspiration not only for Filipinos but for individuals, social entrepreneurs and organizations to continue to strive for excellence and social justice which remains a challenge the world over. Only then can we be gratified by the thought that we have done what counts in life by making a significant difference in the world by enriching the lives of others.



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DEL ROSARIO

PINOY LEADERSHIP INNOVATION, A LIFETIME ADVOCACY

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PINOY LEADERSHIP INNOVATION A LIFETIME ADVOCACY:



HOW TO WIN THE PEOPLE'S CONFIDENCE AND LEAD A WORTHY EXPERIENCE

Mr. Del Rosario's book about "Pinoy Leadership Innovation" demonstrates just that-true Filipino leaders must not merely gather good people, but also transform them into a cohesive unit that can and will produce sustainable and innovative projects and ideas.

His Excellency HARRY K. THOMAS JR.
United States Ambassador to the Philippines



REY RUNTGEN MARTIN L. DEL ROSARIO