



DATE: February 7, 2022

MEMORANDUM

FOR: **ATTY. ALBERTO B. SIPACO, JR.**
Chairman, President and CEO

FROM: **CATHRINE TZARIS J. PAGATPATAN**
*Business Development Department Manager
Lead, Planning Committee*

SUBJECT: **PROPOSED 2-DAY STRATEGIC PLANNING WORKSHOP ON
MARCH 7-8, 2022**

The PMDC's Planning Committee is proposing to conduct a 2-day Strategic Planning Workshop in order for the organization to come up with its 6-year Medium Term Plan (2023-2028). The 6-year Medium Term Plan will cover our organizational goals and objectives that will also help identify our annual strategic measures and performance targets as required by the Governance Commission for GOCCs (GCG).

As discussed during our zoom meeting last Feb. 2, 2022, the 2-day Strategic Planning Workshop will be scheduled on March 7-8, 2022 via face-to-face and connect all participants thru zoom to ensure active participation of employees in Manila, Davao and Depot Offices. Based on our initial assessment, we are recommending the services of TUV Nord as they have provided the most affordable rate. Please see attached quotation from TUV Nord for information and reference.

The strategic planning workshop will include the following components/activities:

- 1) Review of the PMDC's Vision, Mission and Goals, Strategy Map and Core Values
- 2) PESTEL (Political, Economic, Social, Technological, Environmental and Legal) Analysis- *the parts of a PESTEL analysis are often called the 'drivers of change' as they allow to identify the causes that urge a company to change its strategy or way of working*
- 3) SWOT Analysis (Business Processes)
 - a. Internal (Strengths and Weaknesses)
 - b. External (Threats and Opportunities)
- 4) Risk determination, effective monitoring and application of actions to address issues and ensure continual improvement
- 5) Other activities indicated by TUV Nord in the proposal
- 6) PPMP preparation for 2023 (additional activity)

