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9th CES Confab: A Success

“Taas Noo, CESO!” campaign launched



The Career Executive Service Board launched the Taas Noo, CESO! campaign during the 9th CES Annual Conference at the Fort Ilocandia Hotel, Laoag City, Ilocos Norte on November 17, 2010.

CESB Executive Director Maria Anthonette V. Allones introduced the campaign as a movement that seeks to “strengthen current initiatives to document, publicize and promote leadership, best practices, innovative ideas, and success stories of CESOs to bring back CES institutional pride and instill the imperative to adhere to excellent, faithful and honorable servant leadership among CESOs.”

“The campaign was inspired by our belief in the role of the CES as an instrument of good governance and our faith in the collective capacity of CESOs to move the nation forward,” explained Allones.

The campaign makes use of ‘CES paragons’ such as Budget Secretary Emilia T. Boncodin and former PAGASA Director Raymundo S. Punongbayan to serve as inspiration among CESOs and as examples of the CES tradition of

A total of 720 members of the CES community gathered in Ilocos Norte to participate in the 9th CES Annual Conference held on November 17-19, 2010 at the Fort Ilocandia Hotel in Laoag City.

The confab is an annual joint activity of the CESB and NUCESO that serves as a culminating learning and networking event and as part of the commemoration of the anniversary of the Career Executive Service. It provides various innovative learning opportunities through plenary and simultaneous learning sessions, open forums and other networking activities.

The event served as a venue for the oath-taking of new CES eligibles. Also part of the conference is the CES Annual Testimonial Dinner which recognizes the graduates of the Executive Leadership Program (ELP) and honors those who are about to retire from service

in the Pagpupugay at Pasasalamat. The event also presented this year’s 2010 GAWAD CES Awardees and was graced by Ilocos Norte Governor Imee R. Marcos. Gov. Marcos acknowledged the CESOs as living proof and testament to her father’s dream of an excellent, committed, dedicated and selfless public service. Her father, the late President Ferdinand Marcos, issued Presidential Decree No. 1 which created the institution in 1972.

Chairman of the CESB Governing Board Bernardo P. Abesamis expressed his confidence that the career executive service will be an important ally in rebuilding and strengthening our democratic institutions to make them work for every Filipino. Chairman of the Civil Service Commission Francisco T. Duque III, on the other hand, challenged the participants to

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NUCESO holds first-ever 'national elections'

DENR's Davis elected as president, DAR's Bistoyong as EVP



(L-R) Assistant Secretary of DENR Corazon C. Davis, CESO II and Undersecretary of DAR Rosalina L. Bistoyong, CESO I take their oath as elected President and Executive Vice President, respectively of the NUCESO on November 18, 2010 in Laoag City, Ilocos Norte.

The National Union of Career Executive Service Officers (NUCESO), the official organization of CES officials and eligibles nationwide, conducted its first-ever national elections last November 18 coinciding with the 9th CES Annual Conference held on November 17-19, 2010 at the Fort Ilocandia Hotel, Laoag City, Ilocos Norte.

Article III, Section 4 of


the NUCESO Amended By-Laws explicitly provides that the Executive Officers, except for the President and Executive Vice President, shall be elected or appointed from the Board of Trustees and/ or members of NUCESO. The National Chairman/ President and Executive Vice President shall be an incumbent or past chapter president

elected at large.

Three (3) CESOs vied for the NUCESO presidency, namely Assistant Secretary Corazon C. Davis of the Department of Environment and Natural Resources who led the presidential race by a huge margin against rival candidates Assistant Secretary Eubert F. Gutierrez of the Department of the Interior and Local Government and Director Mariano R. Alquiza of the Department of Public Works and Highways and NUCESO Interim President who placed 2nd and 3rd, respectively.

The election of the Executive Vice President has been a close fight. Undersecretary Rosalina L. Bistoyong of the Department of Agrarian Reform bested opponent candidate Director Ponciano M. Ligutom of the Department of Labor and Employment and Regional President of the Regional Executive Association in Western Mindanao (REAWESMIN) by a difference of sixteen (16) votes.

Elected NUCESO President Davis and Executive Vice-President Bistoyong took their oath before CESB Executive Director Maria Anthonette V. Allones during the fellowship night of the same day. They shall hold office for two years and until their successors are duly elected and qualified. Davis platforms include exchange visits, welfare benefits, review of CESO bill and provident fund.

CESB Deputy Executive Director Arturo M. Lachica served as Chairman of the Election Committee. 

CESB receives international recognition for its ICT efforts



The United Nations Asian and Pacific Training Centre for Information and Communications Technology for Development (UN-APCICT), a regional council working to promote information and communications technology (ICT) in the Asia-Pacific, cited the efforts of the Career Executive Service Board “to bridge the ICT capacity gap of Filipino government executives to achieve socio-economic and development goals”.


“We are proud of the fact that the CESB is considered a champion of ICT training for government executives in the Asia-Pacific,” said CESB Executive Director Maria Anthonette V. Allones who received the award during the 2nd UN-APCICT Annual Partners’ Meeting held in Incheon, South Korea last November 3-6, 2010. The CESB was one of only three

(3) other government offices from all over Asia that received the recognition. The other two government agencies cited by the UN-APCICT were representatives from Indonesia and Mongolia.

The UN-APCICT is a regional institute under the UN Economic and Social Commission for Asia and the Pacific (ESCAP) that advocates the use of ICT among its member countries to bridge the digital divide in the Asia-Pacific region. The Philippines is among the twenty-one countries in the Asia-Pacific that has rolled out the Academy of ICT Essentials for Government Leaders Programme or the ‘the Academy’, UN-APCICT’s flagship ICT for development (ICTD) training and capacity building program.

The program offers a comprehensive ICTD curriculum that provides policymakers with

the knowledge and skills to fully leverage opportunities presented by ICTs to achieve national development goals and bridge the digital divide. It consists of eight (8) stand-alone yet inter-linked training modules covering a range of ICT for development topics.

In less than two years, the CESB has fully-integrated into its core training programs the training principles and content specified in the Academy. Part of this roll-out effort is the development and implementation of a training module on ICT that is customized for the Executive Leadership Program (ELP) of the CESB. The said module has already been conducted six (6) times and participated in by 272 government executives from various government agencies since 2009. 

1 | “Taas Noo, CESO!” campaign launched

competence and service. “We are confident that, like Boncodin and Punongbayan, CESOs and eligibles have the ability to provide continuity amidst change and stability in times of uncertainties,” Allones added.

Unveiled during the same occasion was the Taas Noo, CESO! campaign logo dominated by the image of a ballet dancer and was said to represent “balance and movement which are some of the vital roles of CESOs in times of stability or in times of transition”.

Director Allones also expressed her congratulations to the 2010 GAWAD CES winners: Dir. Denis F. Villorente, CESO III of the Advanced Science and Technology Institute (ASTI); Dir. Urdujah A. Tejada, CESO III of the Department of Science and Technology (DOST) – Region II; Undersecretary Mario C. Villaverde, CESO I of the Department of Health (DOH); and Dir.



CESB Executive Director Maria Anthonette V. Allones, CESO I discusses the concept of the Taas Noo, CESO! Campaign and encourages every CESOs and eligibles to be part and active member of this friendly organization which sought for the continuous promotion of the CES tradition of excellence, competence and service.

Patricio S. Faylon, CESO II of the Philippine Council for Agriculture, Forestry and Natural Resources,

Research and Development (PCCARD).

Another CESO that gives pride and honor to the CES is Dr. Aileen A. Riego-Javier who has recently been appointed by President Benigno Aquino III as the Executive Director of the National Kidney and Transplant Institute (NKTi). Prior to her appointment to the said position, Dr. Javier has been holding the position of Deputy Executive Director of the said Institute and is a Career Executive Service Officer (CESO) IV. Riego-Javier was one of the recipients of the Search for Outstanding Career Executive Service Officer award in 2006.

Indeed, our CESOs can definitely rise above the rest and can make the CES truly proud. *Taas Noo, CESO!* 🌐

1 | 9th CES Confab ...

lead their subordinates and enjoin them to follow the kind of management and leadership that is consistent, long-lasting, fueled by passion and worthy of emulation because it is sincere, excellent and righteous.

The conference granted a total of 16 hours training credits through the different topics discussed during the plenary sessions such as: Public Sector Productivity and Innovation in Support of People-Centered Nation-Building and Development; Green Growth Amidst Climate Change Challenges; Leadership, Governance and Technology in the Information Age, Social Media

and Government; Effective Stewardship; and, Managing Change. Discussions on health and wellness were also included like Eating Healthy and Right; and, Fit to Lead! Staying Well for Effective Leadership.

The event also provided a venue to the signing of the Memorandum of Agreement (MOA) to launch Public-Private Partnerships on Executive Professional Development and the inauguration of the CES March.

The 10th CES Annual Conference in 2011 is slated to be held in Zamboanga City. 🌐

CESB conducts CESPES orientation to OP third level executives



Executive Director Maria Anthonette V. Allones discusses the Career Executive Service Performance Evaluation System (CESPES) coverage, components and applicable policies to senior officials and occupants of CES positions in the Office of the President on December 16, 2010 at the Presidential Broadcast Studio (PBS), Malacañang, Manila.

The Career Executive Service Board (CESB) facilitated the conduct of the Career Executive Service Performance Evaluation System (CESPES) orientation of the Office of the President (OP) on December 16, 2010 at the Presidential Broadcast Studio (PBS), Kalayaan Hall, Malacañang, Manila.


CESB Executive Director Maria Anthonette V. Allones discussed the CESPES coverage, components and applicable policies to eighteen (18) senior officials of the OP. The CESPES is an annual performance appraisal for government executives holding positions covered by the CES, the third and highest level in

the Philippine Civil Service. It has two components measuring performance and behavioral competence of the executive being rated such as Performance Contract (*Targets vs. Accomplishments*) that is 80% of the CESPES rating and Behavioral Competence (*Scale for the Different Dimensions*) that is 20% of the rating. Of the 20% of the Behavioral Competence, Superior's Rating may range from 50-80% while the Subordinate's Rating from 20-50%.

Allones also defined qualified raters under CESPES policies. Superior Rater is a person to whom the Ratee is accountable for his/her work performance while

Subordinate Rater pertains to those who are directly reporting to the Ratee official. These exclude those whose job entails personal services to the Ratee, such as drivers, and utility workers.

Officials who should be evaluated under the CESPES are all incumbents of CES positions for an uninterrupted period of at least three (3) months; Division Chiefs who are Career Executive Service (CES) eligibles, Career Service Executive eligibles, and Career Executive (CEO) eligibles and designated in an Acting or Officer-in-Charge capacity.

A CESPES rating is a requirement for original/ promotional appointment to CES rank. 

CESB takes part in tree-planting rites

In connection with the celebration of the 37th anniversary of the career executive service (CES), the Career Executive Service Board (CESB) teamed up with the Department of Environment and Natural Resources (DENR), the Rotary Club of Makati - Rockwell, and the South Luzon Tollways Corporation in conducting a tree-planting activity

275 aspirants take the last CES WE for 2010

A total of 275 aspirants for career executive service (CES) eligibility took the last CES Written Examination (WE) slated for 2010. This was held last December 12 at the National College of Public Administration and Governance, UP Diliman, Quezon City. The WE is the first of the four-stage examination process that a candidate must pass to acquire eligibility for CES positions.

A month after the conduct of the WE, all examinees will be duly informed by the CESB on the results. Successful examinees are likewise scheduled for the Assessment Center, the second stage of the examination process.


Those interested to take the exam may contact the Eligibility and Rank Appointment Division (ERAD) at 951-4981 local 118 or 832. The WE schedules for 2011 will soon be posted at the CESB website www.cesboard.gov.ph.

on November 20, 2010 along the stretch of the South Luzon Expressway.

About 820 Golden Shower, 200 Palawan Cherry, 200 Balitbitan, and 150 Caballero tree saplings from the DENR were planted by the participants at five (5) different portions of the 29-kilometer highway that include the open stretches at the Susana Heights exit (southbound), San Pedro exit (southbound), Halang interchange (southbound), South Woods exit along the Splash Island (southbound), and the stretch near the Saimsim Road overpass.

“For every tree that we plant, we signify our commitment for

cleaner air, a healthier environment and a more sustainable future for ourselves, for our family and for the entire society,” said CESB Deputy Executive Director Arturo M. Lachica.

The theme for this year’s month-long anniversary celebration is **“Serbisyon CESO: Pamumunong Tapat, Magaling at Wasto (Modernong Gobyerno * Makakalikasang Progreso * Makataong Pagbabago)”**. An important aspect of ‘Serbisyon CESO’ is its sub-theme ‘makakalikasang progreso’ that epitomizes the CESOs enduring commitment to the environment and sustainable development. 



CESOs participate in the tree-planting activity as part of their support in the celebration of the 37th year anniversary of the CES that sought to promote environmental progress on November 20, 2010.

HR Champions attend FGD on CES Competency Profiling

To formulate the CES competency framework as reference for standards of performance management and leadership excellence, the Career Executive Service Board conducted a focus group discussion (FGD) at the CESB Training Room last December 9, 2010.

The FGD was attended by HR managers and champions who brainstormed and discussed possible competencies that can be prescribed by the across agencies/positions. The CES Competency Profile shall be used for purposes of rank appointment and promotion. It shall also be of importance in the design and adoption of assessment center instruments, tools, training modules and curriculum aligned with the competency profile, CESPES instrument consistent with the grid, GAWAD CES selection system and in the adoption of appropriate policies on discipline



and retention for CESOs who would not meet the competency standards.

The participants are as follows: Ramon M. Ezpeleta, Director for Administrative Service of

the Department of Environment and Natural Resources (DENR); Lelina A. Quilates, OIC-Asst. Director for Administrative Staff of the National Economic and Development Authority (NEDA); Consuelo B. Eusebio, Administrative Officer V of the NEDA; Isidro D. Siriban, Director III of the Personnel and Administration of the National Police Commission (NAPOLCOM); Marie Angela S. Gopalan, Director for Human Resource Management and Development Service of the Department of Social Welfare and Development (DSWD); Guillerma E. Flores, Assistant Secretary of the Presidential Management Staff (PMS); and Rosalinda C. Pimentel, Division Manager A of the Human Resource Management and Development Service of the Philippine Ports Authority (PPA).





**Conferred through
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October 12, 2010**

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NATALIO CABILI ECARMA III
Brigadier General
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November 16, 2010**

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**Conferred through
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November 16, 2010**

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**Conferred through
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8th CES C.I.R.C.L.E Forum tackles Effective Stewardship

After the successful conduct of the CES C.I.R.C.L.E Forum on Effective Stewardship in Naga City in time for the Tercentenary of the Our Lady of Peñafrancia, a total of 112 third level executives gathered in the National Capital Region to participate in the relative and important discussion on how to become effective stewards and contribute to sustainable poverty alleviation held on October 28, 2010 at the Diamond Hotel, Roxas Boulevard, Manila.

This CES C.I.R.C.L.E Forum is the 8th and the last for this year. It sought to provide a great venue to share inspiring work experiences, clarify concerns and seek relevant advice on the important role of public managers as stewards in their respective agencies.

CESB Executive Director Maria Anthonette V. Allones delivered the welcome remarks and she reiterated the timeliness of the topic as all the participants are stewards and agents of change.

"It is a privilege and a rare gift to serve," said Allones emphasizing that all of them have been called to genuinely serve the public.

The forum was keynoted by Jerry P. de Tagle, founding President of the Integrative Learning International, Inc. (IL International) who is also considered an expert in the field of transformational Organizational Development and Instructional Design. De Tagle defined



Mr. Jerry P. de Tagle, Resource Speaker and President of the IL International lectures on how to be effective stewards who can be agents of change in addressing poverty alleviation during the C.I.R.C.L.E Forum on Oct. 28, 2010.

the term "stewardship" as responsible management of something entrusted to one's care in view of organizational, corporate and theological contexts. He cited the two of the six competencies of CESOs such as: (1) Leading in a Continuously Changing Environment and (2) Developing/ Empowering Others to Establish Collective Accountability for Results. He presented his book entitled *"Leader as a Surfer"* and explained that like a surfer, a leader is characterized by the ARRC framework which stands for his ability to Anticipate and welcome change, Ride and leverage the waves of change, Resilient and Can stand up every

time he falls.

De Tagle grouped the participants to allow them to discuss their individual strengths and the development of possible meaningful projects that are Specific, Measurable constituent or community impact, Attainable, Risk, Time bound, Exciting and Rewarding (SMARTER). He summarized his presentation by encouraging all the participants to collectively act as agents of change and contribute their competencies to conceptualize sustainable projects that are align with the national thrusts in pursuit of the objective of addressing poverty alleviation.


8th Session of Gabay features COAM innovation

After the rousing success of the I-Gabay training course in Naga City, an innovation on the Community/ Organizational Attachment Module (COAM), the third module of the Integrated Gabay ng Paglililingkod (I-Gabay) course, was introduced by the Career Executive Service Board during the 8th session of the said Executive Leadership Program (ELP) course held at the Century Imperial Palace Suites in Quezon City last October 5-10, 2010.

While in the SALDIWA course the participants are 'attached' to a community, the participants in the I-Gabay course are now immersed in a 'laboratory organization' to examine its organizational and performance features; its approaches, strategies, systems, technologies, programs, institutional partnerships and stakeholders and gain insights

from the challenges, opportunities, issues and imperatives influencing the agency and its various stakeholders.

The I-Gabay Training Program is a six-day residential training course which aims to enhance the level and quality of executive leadership and managerial competencies of the participants and strengthen their values and commitment to public service. It has three (3) learning modules that focused on the key areas, challenges and tools in public governance. These modules include: Module I - Planning and Organizing for Greater Impact, Module II - Information and Communications Technology for Public Executives, and Module III - Community/ Organizational Attachment Module (COAM).

Module III or COAM is the terminal module of the Gabay course. It is a structured attachment/ real-life exposure program for executives which: (1) synthesizes and validates the concepts, competencies and lessons - learned from the Gabay modules and from their own professional work experiences through field evaluation research in a selected laboratory community/ organization; (2) enables them to share, learn and work with national/ local government, civil society and community leaders/ stakeholders on governance and development challenges, issues, and imperatives; and, (3) encourages and capacitates them to explore, adopt and advocate meaningful, innovative and results-focused approaches and tools for re-examining governance and leading reforms in the public sector. 



Allones orients partners and stakeholders on CES policies and programs



CESB Executive Director Maria Anthonette V. Allones presented to the thirty-nine (39) HR public managers and champions from different national government agencies and GOCCs the CES Executive Development Programs and encourage them to the continuous promotion of excellence and careerism in the career executive service last October 21, 2010.


CESB Executive Director Maria Anthonette V. Allones met with human resource (HR) managers and CES coordinators from various agencies and fielded questions from them on relevant CES issues, including the implementation of Memorandum Circulars 1 and 2, during the Fellowship Lunch and Information Session on CES Policies and Executive Development Programs held at the Bureau of Customs last October 21, 2010.

“We conceived of this activity not just to inform and update

our stakeholders on important developments on the CES and also to reinvigorate our ties with our HR managers and champions, from selected national government agencies and government-owned and controlled corporations whom we collectively consider as important and valuable partners in promoting professionalism and careerism in the CES,” Allones said.

During the event, a Core Group of HR managers and champions was organized to assist the CESB in the synthesis and

harmonization of HR policies and programs across all agencies of government following the CES Competency Grid.

Allones also took the opportunity to give important details on the 9th CES Annual Conference in Laoag City, Ilocos Norte on November 17-19, 2010. She also encouraged maximum participation of all CESOs, CESE and CSEE from all government agencies as there will be a General Assembly and first-ever national election of the NUCESO during the conference. 

Integrated SALDIWA holds its 11th Session



A total of 67 CES officials have participated in this year's 11th Session of the Integrated SALDIWA Training Program conducted by the Career Executive Service Board last September 21 to October 4, 2010 at the Vista Marina Hotel & Resort, Subic, Zambales.


Part of the Executive Leadership Program (ELP), the Integrated SALDIWA is an intensive two-week training course aimed to enhance the effectiveness of public managers and reinforce their belief that leaders must know themselves well before they can lead others effectively.

SALAMIN enables government executives to examine their values, increase their awareness and understanding of leadership styles and contexts, examine

and internalize needs, standards and aspirations for increased responsiveness of state policies and programs, and clarify and manage their values and leadership styles. DIWA, on the other hand, offers sessions aimed at enhancing appreciation of and strengthening interpersonal, public relations and teambuilding skills of executives.

Aside from classroom sessions, the two week-training course also provides experiential learning through the Community-Organizational Attachment Module (COAM). The COAM is a module of the Executive Leadership Program where the participants are required to live with a host family in a chosen barangays to relearn the dreams and aspirations of the '*common tao*' and witness

first-hand how government services trickle down to the barangay. After the community immersion, they are required to prepare a Development Agenda that embodies a course of action to create improvements in the quality of life of the individuals in the community. This batch of SALDIWA spent four days and three nights of COAM in Cabangan, Zambales.

Other learning modules included in the course are: Ethical Governance – Integrity and Performance Accountability; Leading in a Continuously Changing Environment; Developing/ Empowering others to Establish Collective Accountability for Results; and Linkaging and Networking for Productive Partnership. 

The Public Manager

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CESOs, Eligibles and other readers are encouraged to send articles, information on government projects and other significant activities of interest to public managers, including comments and suggestions to:

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