

Written by EARTH Institute Asia Press Office
Saturday, 06 September 2008 04:07 -

"EXTRAORDINARY: Stories for Aspiring Leaders" is the topic for the Kalikasan, Kaunlaran! (KK!) talk show on Sept. 10, 2008, Wednesday, @ 7:30 p.m. (Manila time) on [DZRH](#) –AM and on Cable TV

Effective leadership and governance are crucial to any country's sustainable development. On Sept. 3, 2008, Kalikasan, Kaunlaran! (KK!) featured two outstanding leaders in the local government—Gov. Grace Padaca of Isabela and Gov. Sally Lee of Sorsogon.

Are there leaders like them in the business sector, where maximizing profit is a major concern? Evelyn Singson, the 2006 president of the Management Association of the Philippines (MAP) and a TOWNS Awardee, initiated the search for such leaders during her MAP presidency. The MAP team assigned to the project identified 51 of them in the business sector, with at least one doing full-time work now in civil society. Their stories are compiled in the book "Extraordinary," published recently by MAP, with the support of the Development Dimensions International (DDI).

With "Extraordinary," MAP wants to inspire young Filipinos by presenting the life stories and lessons of the 51 chosen leaders who "have demonstrated the strength of character that withstood the trials and challenges that would weaken someone of less resolve. They did not compromise their integrity and honor in the altar of wealth and power. And most importantly, even if devoid of the perks of power and position, they remained respected and revered human beings. They care about people and are not afraid to develop and grow those who work with them. The organization they lead is a team sharing a vision, running together in sync to reach its goal."

Get a copy of "Extraordinary" from the MAP Secretariat (751-1149 to 52 or through EARTH Institute Asia—see numbers below). Give us your comments on the book and let us know other

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less known leaders in the private sector who are also worthy of emulation.

Tune in or watch Kalikasan, Kaunlaran! (KK!) on Sept. 10, 2008, Wed., 7:30 p.m. to 8:30 p.m., as KK! director/host Dr. Cora Claudio, president, EARTH Inst. Asia, conducts a talakayan with Pacita "Chit" Juan, Chief Executive Officer, Figaro Coffee Co., one of the featured 51 leaders, and Victor Magdaraog, Chief Operating Officer, DDI,

and Co-Editor, with Nikki Katherine Dy-Liaco, of "Extraordinary."

Join also the contests, campaigns and projects of EARTH/KK! To join all, register as a KK! listener by texting 2299: earth<space>REG < name, age, sex, address, email address, and name of person who invited you to tune in, type of disability if you are a Person with Disability (PWD)>. The latter is for the database on PWDs that KK! is helping authorities to improve.

KK! is co-produced by EARTH Inst. Asia and [DZRH](#), with the cooperation of the MAP, GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, various egroups, and others. It is aired by

[DZRH](#)

-AM radio at 666 kHz in Metro Manila and at other kHzs in other areas nationwide. It is also shown on Cable TV in various places nationwide.

It is globally accessible, with audio and video, through

<http://dzh.tripod.com>

or

www.mabuhayradio.com

(click

[DZRH](#)

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Join also KK!'s roster of partners-sponsors, such as, Unilever, Unilab, and Toby's Sports. Providing in-kind support this month are Delbros Supply Chain Solutions, MAP, and Brahma Kumaris.

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