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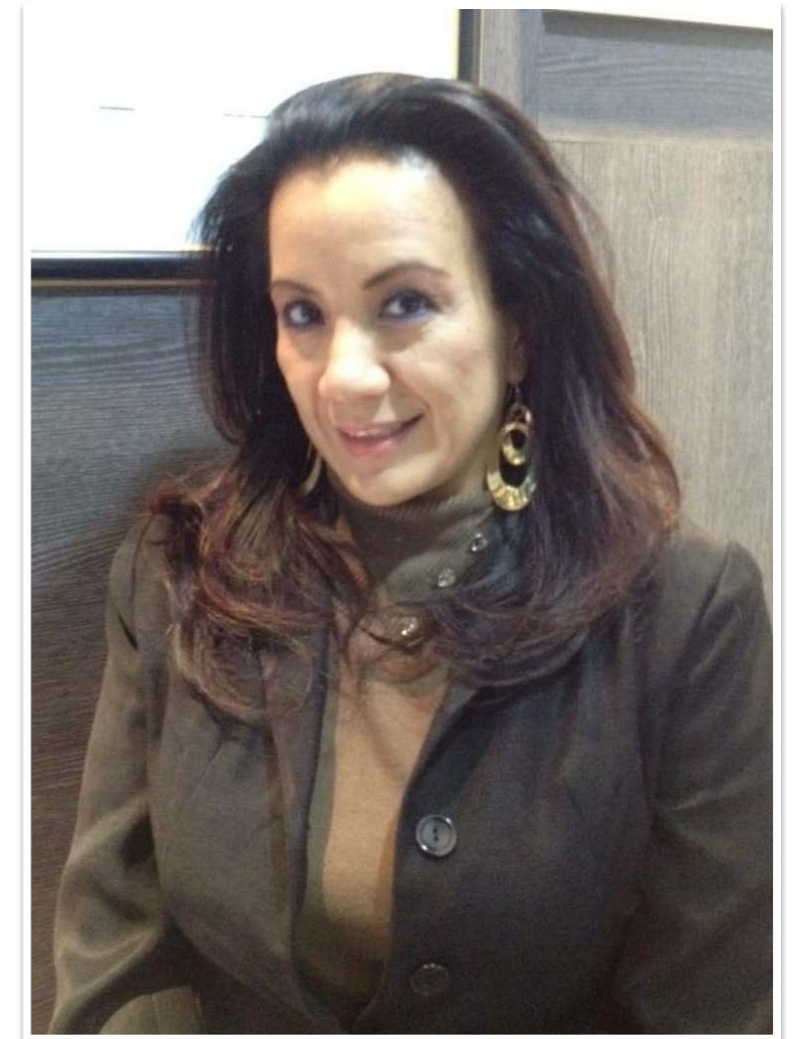
# ITS™ - Business Case

ACG HUMAN CAPITAL SOLUTIONS, CORP.

*BCon*

" My ideas in Innovation and how it can be applied in the business world was inspired by how Madonna (famous singer) innovates herself continuously... This is why I chose to become an ITS™ Trainer.. "

Gem Brion Zabala, President and CEO of ACG Philippines  
LIFO®/ITS™ exclusive trainer in the Philippines  
(inspired from a quote by Rene Bergearmier)



Leading a team of seven people, Gem Brion Zabala has **attracted** the attention of **several Fortune 500 clients**.

Ms. Zabala acquired ACG Human Capital Solutions, Corp. in 2009, and in 2011, the company became **the only business in the Philippines to achieve ITS™ certification (in addition to LIFO®)**.

Since then, ACG Human Capital Solutions, Corp. has developed a **proven track™ record of successfully implementing LIFO® and ITS into its corporate strategy**.



ITS™ is an organization development tool which focuses on creative problem-solving and innovation.



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As such, being an ITS™ certified licensee allows ACG to increase the global value offered to clients in the Philippines.





It's no surprise that ITS™ was developed in Japan, considering the international respect commanded by the country's reputation for business acumen and its status as a G8 nation.

During the PSTD (The Philippines Society for Training & Development - Filipino equivalent of ASTD) **the message of ITS resonated so strongly** with the audience that ACG Philippines **received immediate inquiries from many representatives of Fortune 500 companies.**



**Without ITS™** we approach new ideas with the same troubled process:  
**think, implement, fix, rethink, fix, rethink, fix, fix**



**Companies become trapped** in a cycle of addressing unforeseen troubles, it leads to frustration, stagnation, and marketing difficulties.



**ITS™ emphasizes a different process: think, screen, polish, implement, optimize, fix.**

Simply put; it enables you to structure your thinking in a way that many team leaders previously considered impossible.



**Ideas are torn apart both before and after implementation and no one is left frustrated.**



Task 1	Red	Red	Red	Red			
Task 2			Yellow	Yellow	Yellow	Yellow	Yellow
Task 3				Maroon	Maroon		
Task 4				Orange	Orange	Orange	
Task 5	Orange	Orange					
Task 6		Dark Blue	Dark Blue	Dark Blue	Dark Blue		
Task 7			Light Green	Light Green			
Task 8				Blue	Blue	Blue	Blue
Task 9				Red	Red	Red	
Task 10					Yellow	Yellow	Yellow
Task 11						Maroon	Maroon



***“We use the “roadmapping” tool to measure ITS™ efficiency and monitor compliance with planning, allowing us to determine whether proper implementation anticipated and prevented the majority of possible issues.”***





*“Unlike some other services which market themselves as thinking systems, **ITS™ is not simply a one time training session.** Our clients choose us because we are able to provide new examples and new perspectives throughout their process. **We are innovative in our delivery and implementation, which is why we propose a retainer.**”*

# HOW TO MAINTAIN A LINK WITH TRAINEES?

The image displays two screenshots of Facebook profiles. The left screenshot shows the profile of 'Innovative T S Phils'. The cover photo features a red office chair in a conference room with the text 'Innovative THINKING system'. The profile has 173 mutual friends and 28 photos. A post from 'Lifo Method' dated April 16, 2013, is visible, promoting a 'Planet Dive, Anilao' event. The right screenshot shows the profile of 'Gem Brion Zabala'. The cover photo shows her wearing sunglasses by the water. The profile has 1,727 friends and 1,003 photos. A post from 'Gem Brion Zabala' shared 9 hours ago is visible, containing text about voting for Binay and a link to an ABS-CBN News article titled 'Social media flak had no effect on Binay: analyst'.

*“Facebook's popularity in the Philippines permits us to directly connect with clients and **share our energy, dynamism, vivid color and positive thoughts throughout the day. We want people to feel connected and empowered as they learn more about our services and products.**”*

# HOW TO INNOVATE LIKE MADONNA IN EDUCATION?

1. As an exclusive LIFO® Agent in the Philippines, differentiate more by coupling LIFO® with ITS™
2. Use the “made in Japan” reputation
3. Present ITS™ as an organization development tool to be shared
4. Show what is an idea without ITS™
5. Show what is an idea, with ITS™
6. Be pragmatic in terms of measurements, like roadmapping
7. Create a commercial link with the trainees by applying ITS™ to yourself - challenge, refresh, represent - and create a retainer
8. Create a sentimental bound with you, your product and of course your clients by constantly capturing their attention on social networks such as Facebook.

## Innovative Thinking

Unleashing the creative power of your mind

