

Company: Bank of the Philippine Islands, Makati City, Philippines

Company Description: Founded in 1851, Bank of the Philippine Islands is the first bank in the Philippines and in the Southeast Asian region. BPI is a universal bank and together with its subsidiaries and affiliates, it offers a wide range of financial products and solutions that serve both retail and corporate clients.

Nomination Category: Event Categories

Nomination Sub Category: Corporate & Community - Employee-Centric Event

Nomination Title: Bank of the Philippine Islands: Empowering Leaders, Inspiring Transformational Excellence (ELITE) Summit

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 504 words used.

As Southeast Asia's first bank, the Bank of the Philippine Islands (BPI) has long championed principled leadership. But by 2021, flat market share, stagnant revenue, and a fourth-place Net Promoter Score (NPS) signaled a disconnect between leadership and culture.



In response, Chief Human Resources Officer Gina Eala, together with senior leaders and cross-functional teams, launched the Empowering Leaders, Inspiring Transformational Excellence (ELITE) Summit in 2022. ELITE redefined leadership; not as a position of authority, but as a force for innovation, alignment, and performance.

The Summit was designed to embed BPI's NICE values (Nurturing, Integrity, Customer Obsession, Excellence) and CHANGE leadership competencies (Customer Obsession, High Performance, Aspiration, Nurturing Spirit, Growth Mindset, Excellence). Its core objective: to drive leadership behaviors that directly impact key performance indicators such as NPS, customer growth, revenue, and employee engagement.

2022 – Customer Obsession Catalyst

598 leaders experienced the debut of the Customer Delight System, BPI's enterprise-wide framework for service excellence. With Disney's Dennis Snow as keynote speaker, satisfaction reached 98%. Customer obsession scores rose from 3.93 (2021) to 4.07, based on feedback from 8,000 employees.

2023 – Driving CHANGE

Headlined by Simon Sinek, attendance rose by 16% to 693 leaders. His keynote energized BPI's leadership philosophy, contributing to performance appraisal ratings that exceeded 4.31 across the Bank.

2024 – ROAR for MORE

The 2024 Summit brought together 950 leaders for "Solution Rooms" addressing multigenerational leadership, well-being, AI-driven decisions, and customer obsession. These sessions produced two flagship initiatives: #iamBPI, an internal brand ambassadorship campaign, and InnovateBPI, a platform for employee-led innovation.

This year marked a breakthrough:

- BPI achieved #1 Net Promoter Score in the Philippines, surpassing competitor banks and fintech
- Customer base grew to a record 15.84 million (from 10 million in 2023)
- Net income soared to PHP 64 billion (up 168% vs. 2021)
- Share price surged 62%, peaking at PHP 149.60

2025 – Leading from the Inside Out

In its boldest form yet, ≈1000 senior leaders gathered for a theater-style experience on human-centered leadership. Structured in three acts: Self-Awareness, Empathy, and Impact; it featured a moving monologue by actor Jon Santos, *Masarap, Mahirap Maging Lider*, which captured the emotional complexities of leadership.

This year, BPI became Great Place to Work®-certified, with 94% of employees expressing pride in their work. In Willis Towers Watson's 2025 Engage Survey, BPI recorded a 95% engagement score, outperforming Philippine (92%), global (72%), and APAC (71%) benchmarks (Gallup, 2023).

For the first time, ELITE extended its reach beyond senior leaders through hybrid and online watch parties, as well as integration into BPI's e-learning platform.

To sustain the momentum, a dedicated CHANGE People Managers Hub was launched—delivering regular, relevant content to reinforce participants' leadership commitment throughout the year.

Guided by design sprints and expert steering committees, ELITE consistently achieved 98–99% satisfaction and near-total participation among leaders since its inception.

Where global programs like "Microsoft Empower" or "Deloitte's Leadership Series" reach 60–80% of their target audiences, ELITE stands apart in participation and performance impact, emerging as a benchmark for leadership transformation worldwide.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:
3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:
 Essay of up to 525 words
 Video of up to 5 minutes
4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Attachments/Videos/Links:

[Bank of the Philippine Islands: Empowering Leaders, Inspiring Transformational Excellence \(ELITE\) Summit](#)



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