

Company: Globe Telecoms, Inc.
Company Description: Globe Telecom, Inc., commonly shortened as Globe, is a major provider of telecommunications services in the Philippines. The company operates one of the largest mobile, fixed-line and broadband networks in the Philippines.
Nomination Category: Event Categories
Nomination Sub Category: Brand & Experiences - Small-Budget Event
Nomination Title: Globe Business Mindhive Year 2



1. 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
2. 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:
3. 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 499 words used.

Mindhive Year 2, following its successful 2023 debut, again showcased how strategic, hands-on technology training can deliver exceptional results for businesses, even on a limited budget. The primary goal remained: to provide free, high-value training, empowering Philippine enterprises, particularly in the Financial Industry, to navigate digital transformation, adopt innovative strategies, and enhance innovation competencies. This initiative proved that resourcefulness can achieve significant impact.

Lean Learning, Rich Insights

At Mindhive Year 2’s core were its sandboxing sessions – dynamic, collaborative workshops. These were not typical training programs; they offered an immersive environment for real-world problem-solving, bridging theory and practice with maximum efficiency. By focusing on practical application and leveraging expertly designed modules delivered by in-house certified experts, we maximized knowledge transfer without incurring hefty fees.

Focused Workshops, Maximized Value

Two key workshops were central to Mindhive Year 2, demonstrating our commitment to delivering targeted impact cost-effectively:

- Design Thinking Workshop (DTW): Crafted to help enterprises design customer-centric digital strategies. Participants learned to reimagine customer experiences and innovate using a structured framework, addressing operational efficiency and risk mitigation (like cybersecurity) with actionable insights. The focus was on empowering them with principles that foster innovation without necessarily requiring large initial technology investments.
- API Workshop: Educated participants on how pivotal APIs are for digital transformation, including open banking and real-time payments. To ensure relevance and avoid resource wastage, we ran distinct sessions for beginner and advanced levels, catering to varied expertise. This tailored approach ensured effective learning on API utilization for system integration, data exchange, and unlocking new revenue streams.

The development and delivery of these workshops prioritized freely accessible knowledge and practical tools, minimizing participant cost and maximizing the value derived from a lean operational budget, which involved utilizing digital platforms for materials and promotion (email, Google Workspace), and hosting the events in Globe’s offices.

Exceptional Results on a Modest Budget

Mindhive Year 2’s lean and resourceful approach yielded outstanding, measurable success, underscoring its high impact relative to its conservative budget:

- Participation: Engaged 82 participants from 25 unique accounts.
- Lead Generation: Produced 26 Marketing Qualified Leads (MQLs), achieving an impressive 200% of the [REDACTED FOR PUBLICATION] MQL target. This translated to a [REDACTED FOR PUBLICATION] Total Contract Value (TCV).
- Activated Leads: Generated [REDACTED FOR PUBLICATION] in activated leads from key financial institutions [REDACTED FOR PUBLICATION].

These significant results, achieved with a significantly optimized budget focusing on internal resources and strategic efficiencies, powerfully demonstrate Mindhive's ability to accelerate digital transformation and foster innovation effectively. It serves as a strong model for how targeted, cost-conscious events can drive substantial business outcomes and contribute to Globe's vision for enterprises. Mindhive Year 2 unequivocally proves that high-impact technology enablement doesn't demand a high price tag.

VERBATIM FEEDBACK FROM PARTICIPANTS:

1. “All the activities are remarkable and easy to understand, making the presented modules highly effective.”
 2. “API topics were tailor-fit to our business needs. The workshop gave me a greater understanding on how to build and refine our API infrastructure moving forward”
4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

PRESS RELEASE AND VIDEOS:

1. The Manila Times: <https://www.manilatimes.net/2024/10/13/tmt-newswire/globe-business-leads-finance-digital-evolution-with-mindhiv/1983509>
2. Business World

<https://www.bworldonline.com/spotlight/2025/02/14/651282/charting-the-course-towards-digital-finance-excellence/>

Photos available here:

- <https://drive.google.com/drive/folders/1-nHSM6IYJB4fFMgkCIXZhrnJRp-1CPZW>

Attachments/Videos/Links:

[Globe Business Mindhive Year 2](#)

[REDACTED FOR PUBLICATION]