



#konkreto2022



DPWH-CO cascading



Contributed by Corporate Planning and Management Division (CPMD)

In line with the Department's commitment to realize all the requirements for the infrastructure sector as prioritized by the current administration, the DPWH has set three major outcomes for the 2017-2022 strategy. These shall be its contribution in achieving the goal of sustainable development that will improve the life of every Filipino. But beyond this, it was still necessary to craft a brand that would represent these outcomes and be remembered by heart.

Then came konkreto2022 - the DPWH-PGS Strategy Branding crafted by the PGS Committee. With this, the next step was to cascade konkreto2022 to all DPWH employees. With the approval of the committee, the CPMD invited key officials and employees to participant in a one-day cascading of the konkreto2022. More than a hundred participants in total attended the three batches from February 11-13 at the DPWH Region IV-A Training Room. ►



Guided by the inspiring words of Usec. Cabral and Director Pilorin, who represented the PGS Committee and its TWG, leaders and reliable employees from the six bureaus, nine services and five UPMO clusters got the needed review and refresh of the 2017-2022 Strategy Map. They also got the chance to know the meaning behind konkreto2022 - which is, in its simplest terms, concrete and credible brand of public service from the DPWH. As the workshop progressed, group activities were facilitated by the CPMD to increase engagement and teamwork - values that are essential to the strategy's success.

