

## *Statement of Capabilities*

**Dr. Greg V. Barcelon, Jr., Ph.D. *with*  
Ivy E. Barcelon, MsGC.**

**A**n extremely fierce global competitive climate, the trend to customize products for specialized markets, and the ever-increasing speed of technology development, are all "conspiring" to revolutionize not only the structure of businesses and institutions, but their very nature as well.

Whatever the industry, the strategic response can only go along the lines of changing at paces yet unseen. For most organizations this has meant any combination of renewal, restructuring and transformation.

One natural consequence of this trend is, people are expected to let go of even their successful behaviors – time-tested behaviors that have proven effective in the past; and adopt new and untried ways of thinking, feeling and doing things. To many the journey is difficult, to say the least. There are those people who may even use their energy to actively resist the changes and ensure that the world they have been familiar with is preserved.

Some organizations try to manage this transition through techniques that are hit-or-miss. A few of them become lucky enough to accidentally find the solutions to their problems. Many, however, are struggling.

Fortunately, over the last decade, a number of new and powerful human performance technologies came to fruition. Among them are the techniques of Neuro-Linguistic Programming, Applied Kinesiology, and Thought Field Therapy. These technologies are proving extremely helpful in the quest by individuals and organizations to have effective ways of facilitating the mindset change required by the new world.

Greg & Ivy are two of the most experienced practitioners of these techniques as applied to individuals & organizations.

---

**Change has no precedents.**

NICCOLO MACHIAVELLI

---

## **Greg V. Barcelon, Jr.**

**Principal Consultant**

*A Professional keen on sharing knowledge and experience as a way to help people find meaning in what may appear daunting and threatening. Experienced Management Consultant; fully conversant with adult learning principles, presentation and facilitation skills, both face-to-face and computer-mediated. Received a well rounded education with first degree in Liberal Arts, major in Economics, minor in Education; MBA, with specialization in General Management, and Doctor of Philosophy, Industrial Counselling Psychology. Received special training in Neuro-Linguistic Programming, Applied Kinesiology, and Thought Field Therapy.*

### **Professional Experience:**

---

Senior Lecturer (1980 – date). Shell Learning Centre for the East, based in Singapore and servicing member countries, i.e., Brunei, China, Hong Kong, Japan, Indonesia, Korea, Malaysia, Philippines, Thailand and Singapore.

Delivers an average of 600 lecture hours per year in the various client organizations in Southeast Asia for seminars along the lines of General Management, Marketing, Interpersonal Skills, Negotiating, Organizational Change and Human Resource Development.

Principal Consultant (1984 – date). GVBarcelon Consultancy, Manila, Philippines/East-West Learning Consultants, Mission, British Columbia, Canada.

Closely work with the Management of client companies in helping them develop novel approaches in Competitive Strategy, Human Resource Management and Marketing Techniques. Special skills developed in enhancing the contribution of people as part of input into corporate productivity.

## **Ivy E. Barcelon**

**Associate Consultant**

*An experienced Practitioner of the Human Sciences able to intuitively diagnose situations requiring psychological intervention for individuals as well as organizations. Blends extensive experience in client handling with project-coordination work. Credentials include a Liberal Arts Degree, a Masteral Degree in Counseling Psychology, special studies in Clinical Psychology, certification in Neuro-Linguistic Programming, Touch for Health Applied Kinesiology and Care for people with Special Needs. Received special training in Neuro-Linguistic Programming, Applied Kinesiology and Alternative/holistic Medicine and Healing Modalities.*

### **Professional Experience:**

---

Part-time Lecturer (1990 – date). Shell Centre for the East, based in Singapore assisting in core interventions and programs that are particularly geared towards paradigm shift and managing transitions.

Facilitates an average of 100 workshop hours per year, in various client organizations in Southeast Asia for seminars along the lines of Change Management, Initiating and Implementing Change, Learning Organization, Dealer Transformation Program and Human Resource Development.

Executive Director (1979–1993) Philippine Behaviour Centre, Manila. Managed the clinical diagnosis and therapy program of the outfit, servicing individual clients and group of companies. Supervised the activities of twenty (20) associates. Developed and designed training programs that were geared towards overseas contract workers, and graduating University students. Has special gift in establishing rapport with young students who normally have difficulty relating with adults.

# A Formidable Team: Greg with Ivy - Additional Capabilities

## Sample Courses Offered

Personal Effectiveness: Managing Self Programme

Negotiating & Influencing Skills

Leadership Training

Stress Management

Effective Facilitating Techniques

Alternative Futures in Retirement

Global Mindset & Skills

Business Communication Skills

Managing Change & Transitions

Interpersonal Relationship Skills

Effective Parenting Skills

---

**It is not the strongest of the  
species that survive, or the  
most intelligent, but the one  
most responsive to change.**

CHARLES DARWIN

---

## Authorship

Create Your Own Adventure w/ the Muffin Man

Stress Management and Work/Life Balance

Your Life, Your Choice

See-Saw Up and Down

Personal Career Development 2000+

Enhancing Your Change Quotient

Helping People in Transitions

Dealer Development Programme

Negotiating Tactics and Strategies

## Greg with Ivy: Complementary Opposites

**Greg** is analytical, logical and structured.

**Ivy** is sensitive, literary and holistic.

He has spent 28 years of working with government & businesses.

She has 26 years of experience in schools, clinic & volunteer work.

He is intimately skilled in managing groups.

She is adept with techniques applicable to individuals.

His background is in Economics, Business and Industrial Psychology.

Her expertise is in English, Literature & Counseling Psychology.

**Greg** looks at the details and takes situations step-by-step.

**Ivy** sees the bigger picture and takes everything as a whole.

He excels in computer application and use.

She is easy to talk to and is engaging.

He is a business/organizational consultant

She is a relationship/individual coach.

His thinking process is neat and organized.

Her intuition is powerful and reliable.

**Greg** is result-oriented and will work with tenacity.

**Ivy** is relationship-oriented and will attend to the human factor.

His work style is computer-based.

She enhances her work with art.

He is budget and deadline conscious.

She is involved and present-oriented.

His speech is deliberate and calculated.

Her interaction is spontaneous and free-flowing.

## Consulting Value Proposition

We believe that everything has a purpose and there is a purpose to everything. Thus, we go where we sense we are sent by the Almighty. This means that when God wants us to work with a particular client, it happens. In the same way, when God does not want us to work in a particular situation, something happens that pulls us away from it.

We treat every client and every situation as unique – we are there to satisfy a unique purpose. We will, therefore, spend time to identify what the purpose is and satisfy it to the best of our capabilities.

We do work not only for our clients but for the greater good. Whenever possible, we always ensure our output benefit all stakeholders and result in greater benefit to the society, the country and humanity.

---

**Nothing endures but change.**  
HERACLITUS

---

We believe in the value of self-help and self-initiative. Our goal in consulting is towards giving our clients the capability to eventually do things on their own. Part of our objectives is to be obsolete so the client can perform at a higher level without having to call on us anymore.

We value the satisfaction of our clients, not only with respect to the specific objectives and deliverables they have specified, but also in terms of finding more meaning in what they are doing and in their lives.

Our clients eventually become part of our circle of friends. Maintenance of that friendship is more valuable to us than the contractual arrangement that might have brought us together in the first place.

## What Makes Us Different

More than 3 decades of experience in motivating and creating World Class Winning Teams in the Royal Dutch Shell Group of Companies and other clients...

working with:

- individuals
- small work groups,
- divisions and full functions,
- class of market teams
- dealers and distributors

We have worked with all levels of people in organizations, from the shop-floor level to the Directors of client companies helping them in areas such as:

- Corporate Strategy – this includes Mission clarification, development of Vision and laying down the activities required to achieve them. Part of the whole process is getting the rest of the organization to buy into the program. In some cases, this has entailed reorganization and restructuring.
- Organizational Transformation – A total re-look at what an organization is all about. Included in our expertise is the ability to get employees who are being displaced by the project to gracefully get out of the company and start anew on their own.
- Managing Personal Transitions – this is an individualized approach to sorting out personal issues, including specific problems such as grieving, phobia cure, personal history editing, personal visioning and goal setting, conflict resolution, etc.

## **Precision Learning**

This is a continuing delivery and development of various Management Development Programs. Capability includes:

1. Training Needs Analysis
2. Training Design & Delivery
3. Expertise in managing small to large groups
4. Electronic and web-based follow up scheme
5. Personal coaching and counseling

## **Health, Safety, Security & Environment**

This project involves a business transformation for a group of independent distributors and dealers (with varying educational and social backgrounds) whose main orientation is mainly towards enhancing profitability. The program requires that their mind-set is changed to include HSSE considerations to be at par with profitability, in order to have the right to be part of the World Class mother-organization.

## **Learning Organization**

A two-year project directed at transforming a manufacturing outfit to become a World Class learning organization: an organization that makes new demands on itself, able to solve recurring problems, achieves a culture of constant renewal, and captures/shares learning. Intervention includes overall direction and design, mind-set change seminars, continuing coaching and counseling.

## **Business – Public Sector Bridging**

Continuing work with Public Sector leaders to provide them not only with competences geared towards making them more effective public servants but also to bring business practitioners closer to the public sector – allowing people to give their service free in order for the society (greater good) to benefit from the talents of its members.

# Current Major Projects

For further information on how  
East-West Management Consultants can assist  
you, please contact:

**Principal Consultants**

Greg V. Barcelon, Jr., AB, MBA, Ph.D.

Ivy E. Barcelon, BA, Ms.G.C.

[greg@eastwest-consultants.com](mailto:greg@eastwest-consultants.com)