

# CORPORATE OBJECTIVES

In line with the framework for setting organizational targets for Government-Owned and Controlled Corporations (GOCCs) of the Governance Commission for GOCCs (GCG), the PCIC crafted the 2023 Strategy Map for its operation and organization that reflects corporate objectives and strategies.

The corporate objectives were formulated toward the attainment of PCIC's medium-term vision "By 2023, the PCIC will have insured and protected the livelihood of the broadest number of subsistence farmers and fisherfolk while ensuring its institutional viability and sustainability."

The PCIC Strategy Map consists of six (6) strategic objectives that serve as the bases for the Performance Evaluation System (PES), institutionalized by the GCG for setting organizational targets of government corporations:

## **Social Impact Perspective**

1. Protect agricultural investments by farmers, fisherfolk and other agricultural stakeholders

## **Customers/Stakeholders Perspective**

2. Expand the number of farmers, fisherfolk and other agricultural stakeholders insured
3. Raise satisfaction level for insurance products and services among its clients

## **Finance Perspective**

4. Increase Revenue

## **Internal Process Perspective**

5. Improve the efficiency and effectiveness of the systems and procedure for implementing the agricultural insurance programs

## **Learning and Growth Perspective**

6. Enhance the human resource management



Republic of the Philippines  
Department of Finance  
**PHILIPPINE CROP INSURANCE CORPORATION**

#### MISSION

PCIC is a state-owned agricultural insurer committed to developing and implementing insurance programs highly responsive to the needs of the small farmers, fisherfolk and other agricultural stakeholders

#### CORE VALUES

Dependability  
Integrity  
Innovation  
Partnership



#### VISION

By 2023, the PCIC will have insured and protected the livelihood of the broadest number of subsistence farmers and fisherfolk while ensuring its institutional viability and sustainability



#### SOCIAL IMPACT



Protect agricultural investments by farmers, fisherfolk and other agricultural stakeholders



#### CUSTOMERS / STAKEHOLDERS



Expand the number of farmers, fisherfolk and other agricultural stakeholders insured



Raise satisfaction level for insurance products and services among its clients



#### FINANCE



Increase Revenue



#### INTERNAL PROCESSES



Improve the efficiency and effectiveness of the systems and procedures for implementing the agricultural insurance programs



#### LEARNING & GROWTH



Enhance the human resource management

#### THEMES



**SERVICE EXCELLENCE**



**OPERATIONAL EXCELLENCE**



**ORGANIZATIONAL EXCELLENCE**