

What is required to the top management? We have summarized the following 4 points which are required to the top management & HR management (thru hands-on experience, factory visit, lecture etc.) from the leadership point of view. The key elements are how top management should implement his/her idea throughout all the employees. Teaching the experience & spirit of top management to employees and setting up the scheme to exploit employees abilities are required to the top management. These 4 points represent the solid will of top management. By implementing these 4 points in the company, we would like to create the environment where employees fulfill their satisfaction and happiness at the workplace "Creation of Happy employee."

## Appeal 1

**[ Issue ]**How to make a company survive and grow despite large changes.

**During times of change and survival with fierce global competition, the first priority is speed.**

**Top management needs to evaluate the situation and make an immediate decision by taking the advantage of mid size corporation.**

- 1) The medium sized corporation can transfer information between employees and managers quickly where as large corporations take longer to react.
- 2) Build up a mechanism of business culture reform for prompt information transfer to top management in order to expedite decision makings.

### 【Poor corporate culture】

- Not reporting of bad information
- Judgment based on individual preference
- Assume / Guess / Probably



### 【Good corporate culture】

- Report, contact, consult
- Total optimization
- Actual place, Actual thing, Reality



Company rules are set globally in order to make prompt management decisions.

## Appeal 2

**[ Issue ]**How to beat the competition with lean management.

**In order to be a company that can survive, top management's way of thinking needs to be implemented to all employees.**

- 1) Convey to employees the visualization of business activities, management philosophy, policies, and ideas of top management.
- 2) Necessary to implement the corporate management in order to gain the sympathy from all employees.
  - ① Development of in-company rules that can be easily understood
    - Corporate slogan, policy, post unified billboards
    - Set priority in making decision and implement the priority within a company and its group.
  - ② Establishment of open corporate culture
    - In order to get each and every employee to be loyal to their company, we have to raise the satisfaction of the employees and top management must remember to clone the same way of thinking always.
    - Implement ways of keeping the workplace clean globally

## Appeal 3

**[ Issue ]**How to win the employee's hearts, or motivate employees to meet the expectations of top management.

**The most valuable things for Top management are the employees' sense of belonging to company and company loyalty.**

- Strong sense of belonging
- Loyalty to their company



**Highly competitive company**

In order to have employees feel "I'm happy to have worked for this company," we have to improve the corporate image, realize a sense of unity, motivation, and corporate pride.

Who is the company for? →

**It is important to remember that it is not only for the shareholders and management, but also for its employees.**

## Appeal 4

**[ Issue ]**How to improve the level of employee satisfaction.

It is important to enhance communication with employees and to set plans to increase their motivation.

Since employees are limited resources, it is essential to draw out high work efficiency from them.



**Enhancement of employee's ability, high employee retention, systematic human resource development**

- 1) Core value of mid-sized corporations communication is..... **frequency**
- 2) Top management must take part in face to face communication as well as OJT in order to foster a professional team.  
Teach toughness, invisible risk, gut feeling
- 3) Joy and pain can be sincerely shared
- 4) Execute P D C A ( Plan → Do → Check → Action )

