

G-SDC Principles of Action 2018

I set G-SDC Principles of Action 2018 as follows.

You are expected to fully understand the meaning and deploy to your staff. You are also expected to become a roll model and encourage your staff.

1. Definition of Principles of Action

The Principles of Action are the guide for everyone for daily actions throughout the year. It is founded on the Spirit of Foundation, Management Principles, Corporate Philosophy, Corporate Vision, and Management Policies, and is the specific policy which is directly connected with our daily actions throughout, while performing our duties on our work, uniting all powers of the staff. Therefore, all divisions and staff should set own goals to follow the Principles of Action.

2. Review of the Principles of Action 2017

"Change Action Speed" has been deployed for 7 years in order to accomplish goals of Structural reforms by FY2017 and strengthen our global business competitiveness significantly through establishing strong corporate structure and achieve goals of Mid Term Plan.

As a result, there are specific actions and outputs based on "Change" and "Action", while there is a gap when it comes to "Speed".

Under these circumstances, I had thorough discussion with senior managements, and reached to a common understanding that "Speed" is the most important element in order to move to a significant grow phase from 2018.

It is a matter of course for us to proceed our work with speed which meets global requirements to deal with first-class customers. And it is essential for us to make proposals and develop products with all of our wisdoms and ingenuities to defeat our competitors.

I know it is not so easy to improve "Speed" however, we have no reason of our existence if we hardly follow our customers and competitors.

It necessary for us to proceed high value added work as well as to think and act with "Speed" as matter of course in order to make substantial growth from 2018.

3. G-SDC Principles of Action 2018



Sanden Group

The G-SDC Principles of Action 2018 is "I will take action with speed thoroughly."

With significant "Speed", we are able to stand at a relatively strong position in market as well as minimize corporate risks by responding in earlier stage.

It is also have positive effects for staff by improving productivity and to secure necessary time for personal development and refreshment which will lead to personal growth.

I would like all supervisors and staff to have full communication to determine specific actions to improve "Speed".

Please join me to make 2018 a successful year and establish a fundamental basis to become a world's sustainable company.

4. How to chant "Principles of Action 2018"

1. Leader start with "G-SDC Principles of Action 2018"
2. Everyone follows as "I will take action with speed thoroughly"