# ISO 9001:2008

**The ISO 9001: 2008 standard is fully named "Requirements for quality management systems". ISO 9001: 2008 is the fourth ISO 9001 standard and also the latest version of it.**

**ISO 9001 is the international standard for quality management systems issued by the International Organization for Standardization (ISO), which can be applied in all fields of production, business & service.**

ISO 9001 sets the standard for quality management systems, not the product standard. The application of ISO 9001 to the business has created a scientific way of working, creating consistency in work, standardizing operational processes, eliminating unnecessary procedures, reducing time; Reduce costs incurred due to errors or errors in work. At the same time, the staff's capacity of responsibility as well as the awareness of employees increases remarkably.

So until now it considered one of the most basic solutions, the first platform to improve the capacity of the enterprise management. Therefore, most enterprises, when they want to reform their apparatus, improve their competitiveness, choose to apply ISO 9001: 2008 to their business. Then adopt more advanced systems such as TQM (Lean production), Lean production (Lean production), 6 sigma (philosophy of improvement based on 6 sigma principle), etc.

The enterprises who wish to apply ISO 9001: 2008 should read the following two ISO 9000: 2008 standards:

- ISO 9000: 2005 (Vietnam equivalent standard: TCVN ISO 9000: 2007) to understand the meaning of terms used in ISO 9001: 2008. The name of ISO 9000: 2005 is "Basis and vocabulary of quality management system".

- ISO 9001: 2008 (Vietnam equivalent standard: TCVN ISO 9001: 2008) to know what requirements the management system of your business needs to meet.

In addition, in order to enhance the effectiveness of the quality management system, enterprises can study and apply them according to the guidelines of ISO 9004: 2009 (Managing for the sustained success of an organization - A quality management approach).

***The purpose of ISO 9001: 2008:***

The ISO 9001: 2008 standard specifies the requirements for an organization's quality management system:

- It is necessary to demonstrate the ability to provide a stable product that meets customer requirements as well as regulatory requirements related to the product.

- Want to improve customer satisfaction through the application of quality management system in accordance with ISO 9001: 2008. Maintaining involves continual improvement of the system to ensure compliance with customer requirements, regulatory requirements related to the product.

8 quality management principles.

ISO 9001 is a standard formed by the accumulation of practical experience from the many successes and failures of many companies around the world. Throughout the study, ISO experts have identified eight quality management principles that should be considered as the foundation for building a quality management system:

Principle 1: Customer orientation.

Principle 2: Responsibility of Leaders.

Principle 3: Participation of people.

Principle 4: Process Approach.

Principle 5: Systematic approach.

Principle 6: Constant Improvement.

Principle 7: Decision based on facts.

Principle 8: The cooperation of mutual benefit with suppliers

These eight principles of quality management are set out in ISO 9000: 2005 (TCVN 9000: 2007) to help business leaders master the spirit of ISO 9001: 2008 and use it to lead the business. The higher results when applying ISO 9001: 2008 to your business.

Quality management philosophy

1. Quality system determines the quality of products and product creation is a process of linking all parts, is the process of turning the input into output to the consumer, not only the Technical details of the production side but also the effectiveness of other departments such as administration, human resources, finance.

2. Do right from the beginning is the most quality, most economical. Precautionary focus from the beginning ensures to minimize unnecessary errors, save time, human resources ... There are activities adjusted during the operation, the end of this process is the input of The other process.

3. Doing the right thing from the beginning is the best prevention. As mentioned above, each member has different jobs that form a chain link together, the output of which is the input of the other.

4. Process management and decision-making based on facts, data. Desired outcomes will be achieved effectively when resources and related activities are managed as a process. All valid decisions are based on the analysis of data and information.

Content of ISO 9001: 2008 standard:

Terms 0: Introduction.

Terms 1. Scope of application.

Terms 2. References.

Terms 3: Terms and definitions.

Terms 4: General requirements for quality management systems.

Terms 5: Responsibility for leadership.

Terms 6: Resource Management.

Terms 7: Product Creation.

Terms 8: Measurement, analysis & improvement.

Model terms of ISO 9001: 2008 system

As required by ISO 9001: 2008 standards, enterprises must issue and apply at least the following documents:

1. Quality policy.

2. Quality objectives of the company and quality objectives of each functional department level.

3. Quality manual.

4. Six (06) basic procedures:

- Procedure (process) control of the document

- Procedure (process) control of records

- Procedures (processes) for internal evaluation

- The procedure (process) of inappropriate product control

- Procedures (procedures) for corrective action.

- Procedures (procedures) for preventive action.

It is often possible to incorporate etching and preventive action into a procedure that is corrective and preventive action procedures.

The quality management approach is based on the process approach as follows:

**Output**

**Input**

**Product**

**creation**

**P**

**D**

**C**

**A**

**Measure, analysis & improve**

**Customers – Requirements**

**ISO 9001:2008 –**

**Continuous improvement process**

Products / Services

Customer - Satisfaction

**Resource management**

**Leadership responsibility**

In addition, in order to demonstrate that the enterprise has applied and maintained the application of ISO 9001: 2008, an enterprise shall establish and maintain at least the following records in order to provide certification bodies ISO 9001: 2008. (Read the article "ISO 9001: 2008 - list of documents, minimum quality records" for more details)

In addition to the required procedures required by the ISO 9001: 2008 standard, an enterprise can develop additional procedures, work instructions, and make the necessary records to ensure the effective management system.

In short: The ISO 9001: 2008 quality management system can not guarantee that processes and products are not defective. But make sure this system creates the strength and credibility of the organization. On:

- Obtain clear policies and quality objectives, with the highest level of management attention through periodic review of the entire system.

- Build up an appropriate organizational structure and resource allocation to perform each task that increases the likelihood of achieving the desired requirement

- Clear and consistent work processes, ensuring every job is done appropriately and scientifically.

- A system where there is always feedback, improvements to make errors and errors in all parts less and less to repeat errors and mistakes with the old cause. Out

- A mechanism for periodic reviews to continuously improve the entire system.

- Build a process that ensures all customer requirements are assured before accepting customer requests.

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# ISO 9001:2008 - Danh mục các tài liệu, hồ sơ chất lượng tối thiểu

**Based on the requirements of ISO 9001: 2008 standards, the enterprises should issue and apply at least 4 types of documents and 15 types of dossiers.**

As required by ISO 9001: 2008 standards, enterprises must issue and apply at least the following documents:

1 / Quality policy.

2 / The quality objectives of the company and the quality objectives of each functional department level.

3 / Quality notebook.

4 / Six (6) basic procedures (process):

     Document control procedures.

     Document control procedures.

     Internal review procedures.

     Incorrect product control procedures.

     Procedures for corrective action.

     Preventive action procedures.

**Documents to be prepared:**

- Performance records of the performance targets of each department and the company.

- Records reviewed by the leadership.

- Records of educational activities, training, skills training.

- A record of the employee's work experience.

- Records the results of the review of the ability to fulfill the requirements of customer orders.

- The records provide input information for product design (If the enterprise has product design activities).

- A dossier recording the activities of considering the product design (if the enterprise has product design activities).

- A dossier recording the verification activities of the stages of product design (if the enterprise has product design activities).

- The results of the validation of the use of the product design (if the enterprise has product design activities).

- A record of the results of the review of product design changes and the actions related to the change in the product design (if the enterprise has product design activities).

- Profile of supplier evaluation results and vendor re-evaluation.

- A dossier related to the validation of the use of the production process or the service. (If during production, the enterprise can not verify the verification by monitoring and measuring the product produced) .

- Documentation of the origin of the product if identification of the source of the product is a requirement.

- Records related to the damage to property loss of customers (If the enterprise holds assets of customers).

- Records of calibration of measuring equipment, or records of periodical verification of the condition of measuring instruments.

# The ISO 14001: 2004

**The ISO 14001: 2004 standard is the second ISO standard issued by the International Organization for Standardization (ISO) in 2004. The full name of the ISO 14001: 2004 is “the Environmental Management System - Requirements and instructions”.**

**Environmental pollution is not a problem for anybody. The enterprises must be responsible for contributing to environmental protection. ISO 14001: 2004 will help them to carry out their responsibilities in environmental protection.**

Purpose of ISO 14001: 2004 standard

The purpose of ISO 14001: 2004 and ISO 14000 standards is to help the enterprises establish, maintain and continually improve their environmental management systems to protect the environment, prevent pollution caused by the activities of itself.

This standards also help the organization improve itself to have achieved sound environmental performance in a tighter, more stringent environmental law trend. The tendency of governments to implement measures to promote environmental protection, in the trend of customers, partners, local people, local authorities, consumers, ... increasingly expressed Their concern about environmental issues and sustainable development.

ISO 14001 was first issued in 1996, according to ISO statistics. As of December 2008, ISO 14001 was available in more than 155 countries and had over 188,815 enterprises / organizations. Statistics show that the application and certification of ISO 14001 is a strong trend. In the future, enterprises want to promote trade, they must prove that they have environmental protection.

***Overview of ISO 14001: 2004***

ISO 14001 is a standard in the standards of the ISO 14000 series. ISO 14001: 2004 is the second ISO 14001 standard iss

ued in 2004.

ISO 14001: 2004 sets out the requirements that an enterprise must undertake to manage the environmental factors (aspects) of its operations. ISO 14001: 2004 enables organizations to demonstrate that they have achieved sound environmental performance by controlling the adverse environmental effects of their products, services and activities. Certification of ISO 14001: 2004 helps organizations prove that they have been and continue to implement activities in accordance with the main and environmental objectives announced by enterprises / organizations.

The ISO 14001 standard has been adopted by Vietnam as the national standard code TCVN ISO 14001: 2005 - Environmental management system - Requirements (equivalent to international standard ISO 14001: 2004)

ISO 14001 is applicable to all types of organizations regardless of size, type of activity or product.

Application and certification in accordance with ISO 14001: 2004 does not change the responsibility of the enterprise / organization for general liability and environmental liability in particular.

Similar to ISO 9001: 2008, the ISO 14001: 2004 standard is also based on the Plan-Do-Check-Act methodology. Can be described as follows:

Plan - Plan (P): Establish the objectives and processes needed to achieve results that are consistent with the organization's environmental policy.

Execute - Do (D): Execute the process.

Check (C): Monitor and measure processes based on environmental policy, objectives, targets, legal requirements and other requirements, and report the results.

Action - Act (A): Take action to continuously improve the performance of the environmental management system.

Although ISO informally sets out the principles of environmental management, International TSC boldly synthesizes and sets out the principles for environmental management as follows:

- Principle 1: Commitment of the leader

- Principle 2: Participation of all members

- Principle 3: Process management

- Principle 4: Systematic Management

- Principle 5: Ensure the law and balance the socio-economic needs

- Principle 6: Ensure a consistent documentation and documentation system.

To understand the basics of ISO 14001: 2004 requirements, International TSC will briefly describe ISO 14001: 2004 based on the following model:

**Environmental policy**

**Review of leadership**

**Check**

**- Monitoring and measurement.**

**- Conformity assessment.**

**- Inappropriate, Corrective Action & Prevention.**

**- Manage the profiles.**

**- Internal assessment.**

**Plan**

**- Environmental factors.**

**- Law & other requirements.**

**- Environmental management objectives, indicators & programs.**

**Execute and operate**

**- Resources, roles, and authority.**

**- Capacity, training & awareness.**

**- Information.**

**- Document of environmental management system.**

**- Document control.**

**- Activity control.**

**- Prepare and respond to emergencies.**

The PDCA is a continuous, mutually reinforcing process that helps an organization develop and maintain its environmental policy.

Plan (Plan):

first . First, the top management of the Enterprise must evaluate and consider the environmental aspects of its products and activities so as to develop and publish the environmental policy that the business will pursue. (For details, see 4.2 of ISO 14001: 2004).

2 . The enterprise must identify environmental aspects and environmental impacts of these aspects, and then consider which environmental aspects (factors) need to be established. Control to limit environmental impact (see 4.3.1, ISO 14001: 2004)

3. The enterprise must seek, collect, identify and monitor the legal requirements related to the environment that the enterprise must apply, as well as other environmental requirements that the organization / Acceptance of compliance. If applicable, internal standards should be set in place to control operations (see 4.3.2, ISO 14001: 2004).

4. Businesses must set environmental objectives and indicators, develop implementation programs (including measures, progress, responsibilities, authority) to achieve the targets and environmental targets. (See 4.3.3.1 and 4.3.3.2, ISO 14001: 2004)

Implementation (Do): application and operation of environmental management systems (see clause 4.4, ISO 14001: 2004)

first . Top management must establish a management structure, designate roles and responsibilities with sufficient authority to implement environmental management programs (see Section 4.4.1, ISO 14001: 2004).

2 . Management must provide sufficient resources including the personnel needed to maintain the environmental activities, train the personnel necessary to achieve the required level of proficiency, specialization skills, establish construction Build the infrastructure required by law or to ensure that environmental targets are met, invest in appropriate technologies for waste treatment, allocate program implementation time, and provide financing. To create a budget for the maintenance of environmental activities (see clause 4.4.1, ISO 14001: 2004).

3. Management must organize training for people who work for organizations or people who work on behalf of the organization and ensure that those people are aware of the environmental aspects to control, the consequences of uncontrolled But also ensure they have the capacity to implement controls on these aspects (see clause 4.4.2, ISO 14001: 2004).

4. Businesses must establish processes to ensure effective exchange of information about the environment internally, as well as to respond to environmental information with external stakeholders (see Clause 4.4.3. , ISO 14001: 2004).

5. Establishment, dissemination and maintenance of environmental management system documentation (see article 4.4.4, ISO 14001: 2004).

6. Establish and implement document control activities being applied (see article 4.4.5, ISO 14001: 2004).

7. Establish and maintain operational control activities to ensure that procedures related to significant environmental aspects are implemented (see article 4.4.6, ISO 14001: 2004).

8 . Ensure emergency preparedness and response, establishment and testing of emergency preparedness and response (see article 4.4.7, ISO 14001: 2004).

Check: An assessment of the processes of the environmental management system (see clause 4.5, ISO 14001: 2004).

Monitoring and measurement of key features of their activities can have significant environmental impacts (see 4.5, ISO 14001: 2004).

2 . Assessment of compliance with legal requirements and other requirements and organization (see 4.5.2, ISO 14001: 2004)

3. Establish and maintain procedures for defining responsibilities and authority in identifying nonconformity, handling and investigating nonconformities, corrective actions and preventive action (see 4.5.3. , ISO 14001: 2004)

4. Records management, establishing and maintaining procedures for the identification, preservation and processing of environmental records (see 4.5.4, ISO 14001: 2004)

5. Conduct internal internal audits to determine compliance with ISO 14001 and environmental management systems (see 4.5.5, ISO 14001: 2004).

Action: Review and carry out activities to improve the environmental management system (see 4.6, ISO 14001: 2004).

first . Leaders must review the management of the environmental management system at appropriate stages (see 4.6.1, ISO 14001: 2004).

2 . Identify areas for improvement (see 4.6.2, ISO 14001: 2004).

3. The requirements related to "Action" if maintained continuously and frequently will help enterprises / organizations to continuously improve the environmental management system and common results in the environmental activities of the team. dozen.

The above is a summary of ISO 14001: 2004, if you would like to learn how to apply ISO 14001: 2004 into your business, please read the article "ISO 14001: 2004 - Environmental Management System ".

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# HACCP

HACCP (Hazard Analysis and Critical Control Point) means "system of hazard analysis and control critical point", or "system analysis, identification and control organization Circle Critical in the process of food production and processing. "

Practices HACCP: 2003 was revised from the first version, which is used in the food industry to meet the increasing demands of customers for quality and especially the security in food and drink.

The primary purpose of this code is for small producers such as food production, manufacturing and processing, distribution of food and beverages, shops, hotels and sales agents for food products and beverages. It is also used similarly to production and business organizations involved in the food industry, such as packaging.

The requirements of the food safety program:

1. Commitment of the leader.

1.1 Organization and responsibility.

1.2 Training.

1.3 The product is not suitable and the resolve the problem.

1.4 Internal evaluation.

2. HACCP.

2.1 HACCP team and product analysis.

2.2 Chart.

2.3 Hazard Analysis and Control.

2.4 Identify and monitor critical limits.

2.5 Corrective and preventive action.

2.6 Documents.

2.7 Verification confirmation.

3. Practice food safety.

3.1 Get food.

3.2 Storage of food.

3.3 Handle food.

3.4 Show food.

3.5 Package food.

3.6 Food delivery.

3.7 Destroyed food.

3.8 Food recall.

4. Quality control.

4.1 Procedures.

4.2 Production, sanitation and aquaculture practices.

4.3 Identify, tracing and labeling.

4.4 Measurement equipment.

5. Sales and purchases.

5.1 Sales.

5.2 Buy.

5.3 Selection of suppliers.

6. Documentation.

6.1 Document control.

6.2 Profile.

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# Protection Environment

**All production and business activities are affecting the environment. If we require that do not affect the environment at all, there is certainly no economic activity. So we need to clarify the relationship between the business activities (BA) of production with environmental issues, thereby offering appropriate solutions.**

First of all, this is a dialectical relationship of mutual influence. Operation of enterprises have a positive impact and negative to the environmental issues. Conversely, environment also contributed to the advantages or difficulties in manufacturing. At the same time, we must also affirm that all BA affect the environment. Matter of concern here is the level of impact on how (risk of destruction, environmental destruction; resilience of the environment; the adverse effects than bring efficiency ...).

***Business activities affect to the environment.***

*\* Positive impact*

+ To a certain extent, BA of the enterprise can create a new environment or contribute to the environmental improvement.

+ Activities of enterprise create the material conditions for the implementation of operations to protect the environment. BA will generate a source of revenue for the state budget, an important source of financing for environmental protection.

+ The development of the waste recycling industry contributes to improving the environmental quality and solving the problem of environmental pollution caused by waste.

*\* Negative impact*

  - BA also generate many factors affecting the environment, especially waste. This amount of industrial waste can cause degradation, pollution of the surrounding environment such as soil, water, great impact on human health.

  - BA in the international economic integration can cause environmental problems through the import of environmentally unfriendly goods into Vietnam, which may be toxic waste.

***The impact of environmental protection on the operation of the business.***

*\* Positive impact*

+ The environmental elements, especially resources, is one of the conditions for developing production and business activities. These resources are raw materials for production. Depending on the resources in each region where developing different BA.

+ Quality suitable environment will ensure business stability and sustainability through the stability of the quality of labor, fuels and materials.

*\* Negative impact*

- The quality of the environment can generate costs for production activities through labor-related issues, external costs for raw materials and increased costs of products thereby reducing competitiveness.

- Quality assurance environment will affect the sustainability of BA. These uncertainties may be about supply for business and production, arising from environmental damage caused to business entities.

*Solution:*

Awareness: The enterprises need to change their perception of environmental protection and change the behavior of these enterprises in the production & business process. Especially apply clean technology solutions.

Improve the financial capacity of the enterprise for the purpose of developing its activities without harming the environment. There are also funds for investment in environmental protection.

Completing the environmental management apparatus in each enterprise. Specifically, it is necessary to have a plan for training human resources with environmental expertise in order to apply the law, to operate the treatment systems, analyze and check the level of pepper conservation. Specifically, it is necessary to have a plan for training human resources with environmental expertise in order to apply the law, to operate the treatment systems, analyze & test level ensures environmental standards of products and waste.

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# Energy saving

Electricity - The country's invaluable resources are wasted. The electricity sector has been carried out many solutions to deal with the situation, including the use of electricity in a reasonable manner is a very important measure.

Prior to national response to save power Trung Kien packaging JSC also has specific instructions to departments, officials and employees in the factory to implement well measures to save electricity in the production.

1. ***The energy saving measures power in agencies and offices:***

Savings in general and in energy, is a matter of national policy, which must be implemented in the long run throughout the life of electricity consumption, not just in the absence of electricity. In order to achieve the long-term and stable efficiency of electricity saving in agencies and offices, our company has carried out electricity saving on two solutions: technical solution and administrative solution.

1. **Technical solution:**

Electricity used in agencies and offices is not a convenient electricity for domestic use but electricity for the work of staffs in the agency. Therefore, the technical solutions to save power must both ensure effective electricity saving, while ensuring effective working environment of staff in the office, the steps are as follows:

1. The first is to organize a check on the current situation of power usage in the whole office:

- Situation of arrangement of electrical equipment: lights, fans, computers, air conditioning... (reasonable, wasteful by the standards of the work unit).

- The situation takes advantage of natural light and air cool naturally.

- The use of electrical equipment (lights, fans, air conditioners, photocopiers, printers, computers, etc.) of staffs in the agency.

- The situation of the power network throughout the agency: any overloaded wires, old wires, electrical wires, joints, contact with breakers to generate heat damage, to replace or repair.

1. Then the company conducted the assessment of the use of electricity through inspection and proposed technical solutions to save power.

Expand or open more windows and glazing including ceilings (if possible) to maximize natural light.

Ø Replace all incandescent bulbs (if any) with compact or tubes fluorescent to save electricity.

Ø Replacement of old 40W, 20W neon tubes with new 36W, 18W neon bulbs and replacement of electromagnetic ballasts with electronic ballasts to save electricity ((When replacing an electromagnetic ballast with an electronic ballast of a 40W lamp, we save 4 hours per hour and give 12.9Wh of electricity due to non-reactive electric charge.)

Ø Install gutters in missing lamps to increase light reflectance and adjust lighting at appropriate height for high light reflectance. Make each lamp a switch.

Ø Make two modes of lighting in the room: light travel activities and work light. Use a neon lamp hanging on the wall for daytime running and compact desk light for each desk of the staff (only turned on during work). This lighting layout will save a lot of power.

1. **Administrative and management solution:**

Administrative measures are implemented in parallel that is to build a regulation used in offices, to force staff in the agency must have the sense, duty and responsibility to save, ensure energy saving in order, stability and long-term. The content of the rules include:

1. *Regulations on the regime and time to use the equipment in the agency such as:*

- The electrical equipment in the departments when no one working in the room must turn off all.

- Desk lamps on the work desk are only turned on while working (read paper notes, computer typing ...)

- Corridor lights, protection only:

\* About summer: Turn on at 19pm and off at 5 am.

\* About winter: turn on at 18pm and off at 6 am.

- Air conditioners are only used in the summer and set in the temperature of 25oC - 27oC and must be turn off before there is no room occupant or office 30 minutes.

- Computers are only used for institutional work, the work must turn off electricity, no other personal use (playing chess, tracking stocks, securities etc ...)

- Photocopiers, printers are only used for agency work, not for personal use. But a job must cut off electricity, not to soak the electricity.

- Surplus voltage drop (survolteur) for electrical equipment with stable voltage as the computer (if any) must cut power off the network grid voltage is sufficient and stable.

- Prohibition of cooking by electricity in offices.

- Forbidden to use the fridge in the agency

- Delivering norms to measure electricity power consumption monthly. Winter and summer for each department and the entire agency on the basis of 10% savings compared to before and on the basis of the implementation of technical solutions for energy savings.

- Heads of departments are responsible for managing their monthly unit power consumption.

- The head is responsible for managing monthly electricity norms.

1. Track monitoring mode:

- Administration Department has the responsibility to regularly check the daily use of the equipment according to the time regulations prescribed in the internal regulations of the agency and notice on the blackboard of the agency:

\* Weekly violations of the regime and time use the electrical equipment of the departments.

\* Monthly violations of power consumption norms allocated by departments.

1. Reward and incentives:

- Regularly set good example, good in power saving.

- Effective power saving initiatives in the workplace must be promptly rewarded and applied immediately.

- The reward for electricity saving shall be based on the observance of the usage regimes, the electric equipment in the rules and regulations and only on the assigned power consumption norms.

II. Power saving solutions in the corporate administrative areas of the company:

There are many energy saving measures in the administrative sector. Example: not to cook in the area, out of the office to turn off the fan, turn off the air conditioning etc.

1. The use of air conditioners (HVAC):

In summer, the electricity used by the HVAC is the extra charge, accounting for 70-80% of the total charge in the administrative and non-productive sector. Our office workers still have the habit of turning on the National Assembly, turning off the fan. This is a pretty big waste of electricity. As is well known, surface heat dissipation is largely determined by the coefficient of dissipation. If the air is still standing, the coefficient is very small, but if the air is moving (fan running), the coefficient will be quite large. Because the coefficient of dissipation is large, even if the temperature of the air conditioner is higher or lower, people still feel cool. If we stipulate the summer all the public administrative agencies must run HVAC with fan (low speed), the power of cooling can save 10 - 15%.

2. Limit or prohibit the use of electricity for non-business purposes:

  During working hours, the workers are not allowed to use the electricity to do anything other than their main function.

3. Regulation power outlets after hours:

After work hours, the departments must take the initiative to turn off electrical appliances before leaving.

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# Corporate culture

**Professional, creative and cultured working environment is the legitimate dream of the workers, which is also the orientation of many enterprises. Whether the managers understood that strongly promote corporate culture is the measure of "stimulus" best help employees dynamic, creative work, desire for long-term commitment to the company. But not all businesses do this. So what is the orientation to develop a sustainable business culture?**

***Spiritual culture.***

Good spirit, good health, clear mind, joy, passion, creativity, dedication ... all are "products" of spiritual culture. First of all need to know how to live healthy, beautiful life, sharing, mutual help each other. The leader must master the knowledge, culture, personality of the subordinate, to be flexible in the management. In addition, finding out the circumstances, promptly encouraging, sharing when the staff in trouble, tribulation is the way the leader "scored" best with their staffs, making them be presuaded to dedicate for enterprise. The form of "family culture" should also be flexibly applied in building corporate culture. Openness, sincerity, love, respect, sharing, mutual support are key ingredients to build a sustainable corporate culture.

***Adjust the "wallet of employees" fairly***

This is a real problem, as the "employee wallet" is the visualization of the employee's earnings, including salaries, bonuses, and other surcharges. The issue of reward or penalize means the increase or decrease of the employee's income, which is always paid attention by the employees, requiring the enterprise to perform fairly and strictly.

The reward - penalize should be based on the principle of job performance, behavior in the workplace, positive or negative impact on the collective interests of the enterprise. If not really fair, the issue of rewards and punishments will become a concern for workers, making them mindless, uninterested in work, or pursuing accomplishments. "A hundred wages are not equal to a bonus," this statement best represents the value of the bonus. In addition to material value, the reward also brings spiritual value, a measure of the value of capacity, dedication of each employee. So reward - avoid penalties through the speakers absolute, rough, form, light heavy relationship conversation private. Details of prize - a ticket to be included in the company regulations, issued in writing, represented a fair and strictly the same, whether the use is essential or the offender is an employee or boss.

***Cultural construction, first of all for the collective interests***

Culture is built up from the masses, so it should be for the collective benefit. Culture does not serve a number of people, focussing on each object, but must be based on the consensus of the majority of employees, regardless of caste, level, job.

Obviously, a public servant should also know how to laugh, be polite, and of course if she accomplishes her good part, she deserves to receive commendation and recognition from the community.

A deputy director, even a director, has no right to violate or violate cultural norms, they can not detach themselves from the collective, so respect the collective interests of the collective.

Building corporate culture needs consensus, should be aimed at the interests of the masses, the community benefits. The main strength of the masses would make the brand value, as well as decide the success or failure of the business. Strongly promote the cultural value of the business, to have a team of dedicated staff - this is the rule, the right direction for business managers.