

# bossini

**“the bossini way”**

as the essence of our corporate culture

「堡獅龍之道」乃我們企業文化之精髓



## Corporate culture 企業文化

A strong corporate culture is one of the key success factors of an enterprise. In developing a culture unique to Bossini, the Group issued a guideline entitled “the bossini way” in mid 2002 to share with all staff its vision, mission and values.

“the bossini way” is a framework of values that encourages productive habits and practices of employees. We believe such a pronounced and unique corporate culture helps align the Group’s and our staff’s vision, mission and values, thus empower the Group and its employees as a body to advance in a consistent direction.

Bossini is a learning organisation. It encourages its employees to progress and pursue excellence through providing them with on the job training and focused training programmes that promote the “7 Habits®” and “7 Practices” under “the bossini way”.

The Group’s mission is to fully implement these ideals throughout all levels of its workforce, creating a deep positive culture capable of continually reinforcing itself. Since May 2004, Bossini has been cooperating with the Center For Effective Leadership (HK) Ltd. to provide training for employees in the “7 Habits®”. Bossini is confident that these efforts will benefit its employees and the Group as a whole and will maintain them in the future.

### “the bossini way”

<b>Vision</b>	To be the top-of-mind brand leader
<b>Mission</b>	To create incremental value for the brand every day ... in every way
<b>Shared Values</b>	Employees and the company are bonded by a commitment to serve each other’s interests in the best way possible
<b>7 Habits®</b>	<b>7 Practices</b>
1. Be Proactive®	1. Face Reality
2. Begin with the End in Mind®	2. Keep it Simple
3. Put First Things First®	3. Act with the Speed of Light
4. Think Win-Win®	4. Set Stretch Goals
5. Seek First to Understand, then to be Understood®	5. Drive Quality
6. Synergize®	6. Create and Sustain a Learning Organisation
7. Sharpen the Saw®	7. Keep the A, Nurture the B, Discard the C

深厚之企業文化乃企業成功的其中一個主要因素。在發展堡獅龍本身特有之文化過程中，本集團於二零零二年中推出名為「堡獅龍之道」之指引，與全體員工分享其願景、使命及共同信念。

「堡獅龍之道」透過鼓勵員工實行積極進取的習慣及方法為本集團每位成員提供一個價值框架。我們深信，此特有的企業文化有助統一本集團及員工的願景、使命和共同信念，從而帶領本集團及其員工向同一方向邁進。

作為一間學習型機構，堡獅龍透過以在職和重點訓練去推廣「堡獅龍之道」中的「七個習慣®」和「七個方法」，鼓勵員工不斷進步，精益求精。

本集團的使命是在各職層全面實行上述的理想，並以建立深遠積極的企業文化以達致加強本集團整體發展為最終目標。自二零零四年五月起，堡獅龍已與香港高效能管理中心合作，為員工提供「七個習慣®」的培訓。本集團相信，上述各方面所作出的努力對員工及集團整體均會帶來莫大的裨益，因此，本集團將會持之以恆地實踐。

### 「堡獅龍之道」

<b>願景</b>	顧客首選的品牌、市場卓越的領導
<b>使命</b>	每天每處不斷為品牌增值
<b>共同信念</b>	員工及公司堅守共同承諾 — 為彼此的權益做到最好
<b>「七個習慣®」</b>	<b>「七個方法」</b>
1. 主動積極®	1. 面對現實
2. 以終為始®	2. 保持精簡
3. 要事第一®	3. 極速行動
4. 雙贏思維®	4. 目標高遠
5. 知彼解己®	5. 精益求精
6. 統合綜效®	6. 建立持續性學習型組織
7. 不斷更新®	7. 保留A、培育B、摒除C