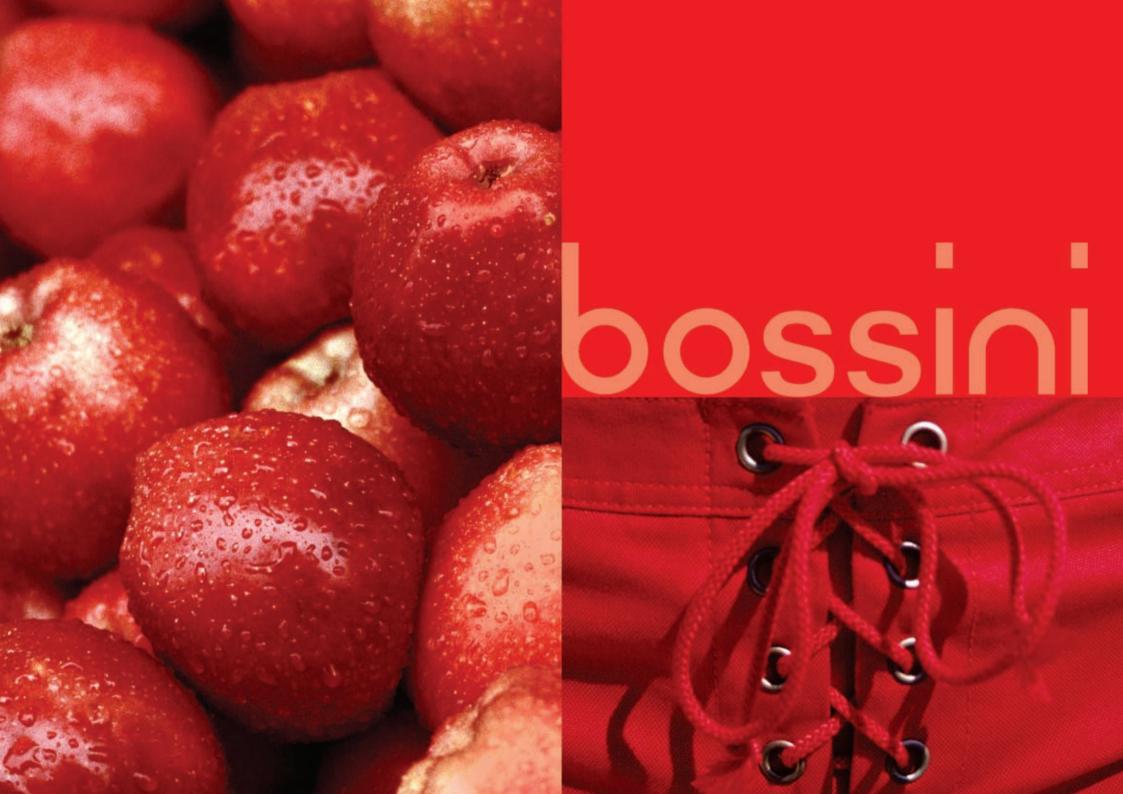
Culture



Corporate culture

a learning **organisation**

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.

As a learning organisation, the Group offered focused training programmes to promote the "7 Habits®" and "7 Practices" under "the bossini way" to cultivate its corporate culture, keeping a vibrant and energetic workforce that reflects Bossini's core values.

"the bossini way"

	Vision	To be the top-of-mind brand leader	
	Mission	To create incremental value for the brand every day in every way	
	Shared Values	Employees and the company are bonded by a commitment to serve each other's interests in the best way possible	
	7 Habits®		7 Practices
	1. Be Proactive®		1. Face Reality
2 Pagin with the End in Mind®		nd in Mind®	2 Koon it Simple

- 2. Begin with the End in Mind®
- 3. Put First Things First®
- 4. Think Win-Win®
- 5. Seek First to Understand, then to be Understood®
- 6. Synergize®
- 7. Sharpen the Saw®

- 2. Keep it Simple
- 3. Act with the Speed of Light
- 4. Set Stretch Goals
- 5. Drive Quality
- 6. Create and Sustain a Learning Organisation
- 7. Keep the A, Nurture the B, Discard the C