

Culture



bossini



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	<i>To be the top-of-mind brand leader</i>
Mission	<i>To create incremental value for the brand every day ... in every way</i>
Shared Values	<i>Employees and the company are bonded by a commitment to serve each other's interests in the best way possible</i>
7 Habits® 1. Be Proactive® 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®	7 Practices 1. Face Reality 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