

The source of our motivation: “Purity”



## We are always serious about “Purity” – The spirit of Jobisha. Realization and pervading

We strive to become the group that has the spirit of “awareness” with which we can always think spontaneously about how we should act for our customers’ comfortableness.

< In order to transmit “Purity” that reaches people’s hearts, we implement the following:  
To make employees conscious of “Purity” >

### ▶ 1. JS card (Jobisha Spirit card)

We always carry the cards called Jobisha Spirit Cards in our business card case. Through the daily actions in realization of the spirit of “Purity” in each one’s mind and daily discussions of “Purity”, we believe we can link it to strengthening employees’ consciousness of “Purity”, improvement of our work environment and service quality.

Furthermore, the JS project team visits every work site and performs an active exchange of opinions with our employees.

**JOBISHA** “Re”クリエイイト!

**「キレイ」に真剣！  
を提案する浄美社**

私たちは、職場における生活から  
変えていきます。

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- 清潔な身だしなみを心がけます。
- 気持ちの良い挨拶をします。
- お客様や社会との繋がりを大切にします。

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- チームワークを大切に、思いやりを持って接します。
- 仕事にまじめに取り組み、不正を許しません！

Jobisha proposes seriousness about “Purity”.

We are going to change our own consciousness from daily life in our workplace.

- ★ We will make our endeavors for our clean appearance.
- ★ We will endeavor to greet in a pleasant way.
- ★ We will value relationships with customers and a local community.
- ★ We will value teamwork and interact with warmth each other.
- ★ We will engage in work earnestly and never condone any dishonest act.

### ▶ 2. Idea-sharing

Through visiting every site and communicating directly with employees by the president or the officials, we arrange an opportunity to think together about what is “comfortableness” that we could feel in everyday duties. And we promote employees to take action with the spirit of “awareness” that could emerge from the activities of direct communication and brainstorming.



Striving for “Purity” that can reach customers’ heart.  
In order to have our customers feel comfortable, we strongly believe that it is essential to act autonomously, and figure out the best way of exchanging greetings.

Speaking clearly in conversations with customers.  
Speaking to customers with a smile.

As a result of exchanging pleasant greetings, the trash in the office was reduced.

The other employees who learned the fact also think about comfortable greeting in their own way to put into practice.  
When a visitor comes to the office, every staff stops working at the moment, and greets the visitor while looking into the eyes of him / her.  
A work site full of trust and smile.

When the willingness to create comfortableness prevails in the minds of our employees, and if they actually put it into practice, the repetition of such habits will become the “Quality of Services” or “Culture of Jobisha”