

# KYOCERA PHILOSOPHY



# KYOCERA CORPORATION



Employees in 1959: 28



“I owe my success to having a philosophy”  
Dr. Kazuo Inamori

“Kyocera start as a small, suburban factory, with no money, credentials or history. We had nothing to rely on but a little technology and 28 workers.”

No money

No special  
technology

No management  
experience



How to proceed ?

The only thing we can rely on is “human minds”.

# CORPORATE MOTTO



“Respect the Divine and Love People”

敬天愛人  
KEI TEN AI JIN

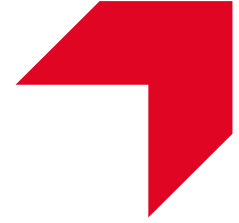
Preserve the spirit to work fairly and honorably, respecting people, our work, our company and our global community.

# MANAGEMENT RATIONALE



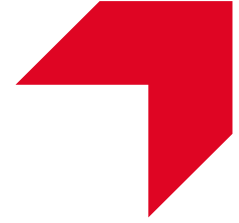
“To provide opportunities for the material and intellectual growth of all our employees, and through our joint effort contribute to the advancement of society and humankind.”

# THE TWELVE MANAGEMENT PRINCIPLES



- 1.** Clearly state the purpose and mission of your business.  
Set high objectives that are noble, just and fair.
- 2.** Set specific goals.  
Once targets are set, share them with all employees.
- 3.** Keep a passionate desire in your heart.  
Your desire must be strong and persistent to penetrate into your subconscious mind.
- 4.** Strive harder than anyone else.  
Work steadily and diligently, one step at a time, never relenting in tedious tasks.
- 5.** Maximize revenues and minimize expenses.  
Measure your inflow and control your outflow; don't chase profit, but let it follow your effort.
- 6.** Pricing is management.  
Pricing is top management's responsibility: to find that one point where customers are happy and the company is most profitable.

# THE TWELVE MANAGEMENT PRINCIPLES



7. Success is determined by willpower.  
Business management requires a persistent, "rock-piercing" will.
8. Possess a fighting spirit.  
Management requires a more combative mentality than any martial art.
9. Face every challenge with courage.  
Be fair and never deceive others.
10. Always be creative in your work.  
Innovate and improve continuously. Today should be better than yesterday; tomorrow, better than today.
11. Be kind and sincere.  
Business is based on partnerships and must bring happiness to all parties.
12. Always be cheerful and positive; hold great dreams and hopes in the pureness of your heart.