



メッセージ

# MESSAGE

## ゴールからの逆算でいまを生きる。

私は創業80周年を迎える2032年に、経営の第一線から退くことを常々明言しています。年齢でいえば58歳。それまでに実現すべき約束として、経営者を10人輩出すること、長期経営目標である年商3,000億円を達成することを挙げています。三恵グループの理念体系を整えたのは、そのゴールからの逆算があつてこそ。変化著しい市場の動向や企業としての成長度合いも加味して、いま私たちは大きな変革期にあるという認識をグループ内で共有することが必要だと考えました。

## 利益は社会から必要とされている証。

企業にとって利益とは、いわば血液です。それなくして継続も発展もあり得ません。どれほど理念が素晴らしいとしても、企業自体が存続できなければ本末転倒です。つまり、人々の幸福に寄与することを掲げた三恵グループの理念体系は、適切な利益の確保と同時に追求すべきもの。私たちの事業活動や存在自体が、誰かの幸せに直接つながっているのだという意識と責任を持つことが大切なのです。

**いま必要なのは、マインドの変革。**

**理念体系がグループの進む先を示しています。**

What is needed now is a change in mentality.  
Our corporate philosophy system shows  
the direction in which the SANKEI GROUP should be heading.

## Calculating backwards from our goals and living in the now

I have openly declared that I intend to retire from the front lines of corporate management in the year 2032, when the company celebrates its 80th anniversary. At that time, I will be 58 years old. There are two promises that I have vowed to fulfill before that day arrives: to train 10 executive managers to take over corporate operations, and to achieve our long-term management goal of an annual turnover of 300 billion yen. The SANKEI GROUP's philosophy was devised precisely by calculating backwards from this goal. Considering trends in rapidly changing markets as well as the extent of our corporate growth, I concluded that what we need to do is to spread awareness within the corporate group that we are now facing a period of tremendous change.

## Profits are proof that society needs us

It can be said that profits are a company's lifeblood. Without profits, it is impossible for a company to survive or grow. Regardless of how wonderful a company's philosophy is, unless the company itself can continue to exist, focusing on philosophy is putting the cart before the horse. That is to say, the philosophy system of the SANKEI GROUP—which emphasizes contributing to people's happiness—also needs to simultaneously pursue measures for securing appropriate profits. It is important that we are conscious of and take responsibility for the fact that our business activities and even our very existence are directly connected to people's happiness.

代表取締役兼CEO

杉本 潤明

Mitsuaki Sugimoto





# M

私たちの果たすべき使命

# MISSION

さまざまな事業活動を通じて

一人でも多くの方に幸せを感じていただくことが、私たちの使命です。

お客さまや取引先さま、地域社会の皆さま、そして従業員やその家族の笑顔を思い描くことが、すべての出発点。

目の前の一人から、広く社会全体へ。いまこの瞬間から、より幸せな未来へ。

その実現のために、私たちはあらゆるアクションを起こしていきます。

Our mission is to bring happiness to as many people as possible through our various business activities.

The starting point for all our endeavors is imagining the smiles on the faces of our customers, our client companies, members of our local communities, and our employees and their families.

From the people around us to society as a whole. From this moment to a happier future.

In order to realize these goals, we are taking various actions.

# Making tomorrow happier than today

明日を今日より、ハッピーに。



私たちが思い描く未来像

# VISION

私たちにとって、事業の多角化は成長のための基本戦略。「明日を今日より、ハッピーに。」というミッションを追求していく上でも多彩なアプローチが可能です。私たちのビジョンは、多角的に展開した各事業を次世代の経営者にどんどん任せていくこと。その数、まずは10人。挑戦を後押しする快活な企業風土に鍛えられた若い人材に、大きなチャンスを用意しています。

For the SANKEI GROUP, diversification of business activities is a basic strategy for corporate growth. In pursuing our mission of "Making tomorrow happier than today," we have decided to take a diversified approach. Our vision is to increasingly place our various, multidirectionally expanding business in the hands of our next-generation of executive managers. Initially, this will be 10 executive managers. We are providing tremendous opportunities for young staff who have been nurtured in our cheerful corporate climate that encourages employees to take on challenges.

**多角経営を推進し、10人の経営者を輩出する。**

## Promoting diversified management, we are training up 10 executive managers



# VALUE

## 01

### 魅力的な人になる

性別や年齢、立場を問わず、自然と周囲の人々に慕われる人がいます。私たちが目指しているのは、そんな「モテる人」であり、魅力的な人材が集う「モテる集団」なのです。

#### Become a person with appeal

There are people who have the natural ability to win favor with those around them regardless of their gender, age, or position. What we are aiming for is to be that "popular person" and to attract staff that have that appeal, creating a "popular group".

## 02

### 日々の仕事を愉しむ

楽をするのではなく、愉しむ。それが私たちの仕事観です。発想の転換、創意工夫、仲間との協力などをきっかけに愉しむことで、質・効率の向上にもつながると考えています。

#### Enjoy everyday work

Making work enjoyable rather than easy—this is our work concept. We believe that employees enjoying their work through changing ideas, imagination and creativity, cooperating with colleagues, and other opportunities leads to better quality and efficiency.

## 03

### 常に変化を意識する

絶えず進歩している人や社会の中にあって、現状に満足しては後退しているのと同じこと。変わっていきたい方向を自ら定め、着実に進むことが大切だと私たちは考えます。

#### Always be conscious of change

People and society are evolving constantly, and to become comfortable with the status quo is to be left behind. We believe that it is important for employees to decide for themselves the direction in which they wish to change and progress steadily towards this goal.

## 04

### 今の自分に挑む

個人にとっても組織にとっても、挑戦こそが成長の糧。成功体験だけでなく、失敗もまた貴重な学びの機会です。どんな時も向上心を忘れず、前に進む人を私たちは応援しています。

#### Challenge your current self

For both individuals and organizations, taking on challenges is the food of growth. Experiencing not only success but also failure provides valuable opportunities for learning. We support people who never forget their desire for self-improvement and are always moving forward in their lives.

## 05

### スピードの価値を知る

どんなに良いアイデアや企画でも時期を過ぎると価値を失うもの。期限や作業のスピードを意識し、素早く行動していくことが、より良い結果を導くと私たちは考えています。

#### Know the value of speed

No matter how good an idea or plan is, it loses its value with the passing of time. We believe that being conscious of deadlines and work performance speed as well as acting quickly will lead to even better results.



# T OPICS

トピックス

## 三つの恵み Three Blessings

「天に星、地に花、人に愛。」

Stars for the sky, flowers for the earth, love for people

これは、武者小路実篤が好んだと伝えられていることばで、三恵グループの名前の由来にもなっています。

この世界を価値あるものとして輝かせている、三つの恵み。

私たちは世界がより美しく、幸せに満ちたものになるよう貢献していきたいと考えています。

Said to have been a favorite saying of famous writer Saneatsu Mushanookoji,  
these words are also the inspiration for the name of the SANKEI GROUP (the Japanese characters for SANKEI mean ""Three Blessings"").

There are the three blessings that shine as something of value for this world.

Our aim is to contribute to society so that the world becomes a more beautiful place, filled with happiness.

