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Employee-Led Development of Our Way

In September 2022, we invited Group employees to participate in a project to define Our Way, as part of our rebranding to review what the Mitsubishi Chemical Group strives to be now and in the future and to redefine our Group Concept. A total of 414 employees participated in workshops, on-site discussions, and other sessions to brainstorm and finalize a concept for Our Way that everyone can identify with and that inspires personal development in tandem with company growth.

Employee-led approach to sharing ideas, developing concepts

We decided on a new concept that includes three elements—Purpose, Slogan, and Our Way—based on the results of an employee questionnaire run in May and June 2022 (18,417 responses), as well as briefings with Company officers and employees (100 people from around the world) and analysis of the histories of MCG Group companies, our DNA, and our business strategies.

Our Way is what employees use to guide themselves through their daily work to achieve the Group's Purpose.

We ran two types of discussion sessions when developing the Our Way concept.

(1) Employee workshops

Brainstorming by participants based on ideas for Our Way from the employee questionnaires and other sources. Workshops held online (run by region, around six participants per workshop; 114 employees participated).

Discussion points

- Do the ideas for Our Way include our current unique values and expected future values?
- Do the ideas for Our Way help us make good decisions in our daily work?
- Would we be closer to realizing KAITEKI if these values were put into practice across the Group?

(2) Team and on-site discussions

Outcomes from discussions amongst close colleagues at the team and workplace level collected by questionnaires; 300 employees participated.

Using the views collected from the various regions and teams, we created a final concept that incorporated all the ideas of what employees value, both now and for the future, and what they want to do better in the future. This was developed into Our Way and rolled out globally from February 2023.

Dissemination of the new Group Concept

In April 2023, our Head Office held a ceremony to discuss and promote the new Group Concept. Some 1,000 employees from all around the world joined the hybrid-format ceremony, either in person or online, to learn about the significance of the new Concept and how it fits with MCG's worldview, and to hear the CEO and other members of the global leadership team describe their commitment to achieving our Purpose.

To help employees understand the new Group Concept and implement it globally as part of our "One Company, One Team" system, we are planning various events in Japan and overseas, including workshops and awards.

The story of Our Way

Our Way describes five criteria, each illustrated with three specific behaviors. This story is based on the integrity of each individual and their respect for others and is presented through bravery and diverse collaboration to show persistence to stakeholders.



Group Concept ceremonies at various locations



Tokyo (Head Office)



Leaders describing their commitment to achieving our Purpose



United States



Germany