



Adopting the SGP concept to the creation of "Credo"

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For a social game production company with 180 employees, we conducted an LSP with the participation of all employees and extracted 180 SGPs. Based on these SGPs, a credo consisting of 30 action guidelines was compiled. The total cost of producing the credo and holding 20 LSP workshops exceeded 10 million yen, and the company asked us to continue the credo in the following year (with the same budget as the previous year).

Outline of the workshop

The LSP workshop is 3.5 - 4 hours long, with about 8 participants per group. Two sessions are held per day, one in the morning and one in the afternoon. This was conducted for 10 days, for a total of 20 sessions. In each session, after an hour of skills building, the participants were asked to express their respective values at work as their core identities (AT1), and then to build them into a system that would create value for the organization (AT3 & AT4). At that time, I instructed them on the conditions that the system should meet - to build a system to achieve the company's vision, "to be the world's No.1 company in creating excitement" - so that they could easily derive the necessary SGP.

At the end of the three and a half hour session, all 20 sessions were completed and 180 SGPs were obtained. After the completion of all 20 sessions, 180 SGPs were obtained, which were then edited into about 30 action guidelines to complete the credo. In According to LSP facilitator manual, number of SGPs are supposed to be 5 to 7, but since 5 to 7 is too few to be used as a guideline for action in a credo (even the Ritz-Carlton, a typical example of a credo, has more than 20), we decided to use 30.

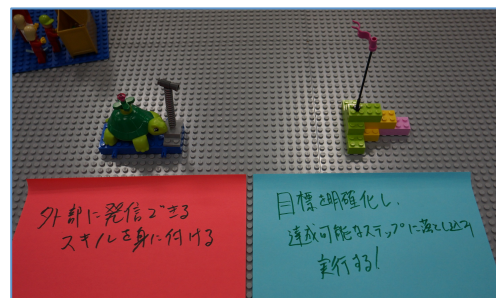


Advantages of adopting the SGP by LSP as a credo rule

When a credo is produced by a small elite (management, corporate planning, etc.), idealism takes precedence. As a result, the commitment of employees may not be obtained. However, in an LSP where everyone participates, the SGP produced will be one that balances the company's vision (ideal) with the employees' sense of what is happening on the ground. Furthermore, everyone knows that the finalized credo action guidelines were created based on the voices of the employees. Therefore, the Credo Guiding Principles created from the SGP by the LSP will generate a strong commitment from the employees.

SGPs from one of the workshop groups

Have a challenging thought.
Share the vector
Think deeply why you are buying
Explain to people in one line



Client Assessment

The output of this project was a credo created by editing the 180 SGPs generated from the 20 LSP training sessions attended by all employees. In addition to the credo, the LSP training was highly evaluated by the client. The LSP training has always been highly satisfying for the participants (intangible value), but I believe that the clients felt the results of the training more strongly because they were left with the output of the credo (tangibles value). Therefore, in the following year, not only did we receive an order from the same LSP for a sequel to Credo, but we also took over another training program that had been conducted by another company. Applying SGP to credo creation was an extremely effective way to add significant value (credo production cost) and to reaffirm the power of LSPs.