

OUR GUIDELINES

GOOD INTENTION

A worker is the one who works with his hands; the one who works with his hands and brain is the master; the one who works with his hands, his brain and his heart is a specialist.

HONESTY

Tell the truth. First, this is the wisest thing; second the other will learn anyway about the truth.

CHANGE

There is no development without change; those who cannot change their mentality may not change anything at all.

OPENNESS

Either you act as you are; or you be as you act.

PATIENCE

When you decide to write a legend, you should begin with small poems.

TOLERANCE

Tolerance is the virtue to make happy our interlocutors not in the way we wish to, but instead in the way they wish.

HARDWORKING

Hardworking takes us away from three evils: Getting bored, bad habits and poverty.

BEING RIGOROUS IN HIS JOB

The owners of great successes are the ones who exhibit enough patience to carry out small jobs rigorously.

IMPROVEMENT

Success has no end. As you produce a better mousetrap, the nature will produce smarter mice.

APPROACH TO PROBLEMS

Do not seek for problems, but for solutions.

PARTICIPATION OF THE EMPLOYEES

An effective change is not applied to people, but accomplished with people.

RELEVANT INTERVENTION

In delaying in correcting a fault, the cost gets bigger; indecision and delay are the key factors of failure.

CUSTOMER FOCUS

For change, the customer is the brightest light in front of us.