

## Move Ahead by Starting Anew Every Day

I want all of you to engage in business, fueled by the feeling that you are starting a new business without being trapped by past conventions.

Such freedom from past conventions suggests that you approach business practices by returning all of them to their origins while continuing to preserve positive traditions. If you believe that you are starting a new business, you will remain modest and enthusiastic. Starting with a new outlook is part of our traditional spirit, encapsulated in the phrase: "Moving Ahead By Starting Anew Every Day."

As we resume our business operations, we represent the growth and development of things. Growth and development address such goals of daily starting afresh and discarding old things while new things are being born. All things move and change ceaselessly. This is the law of nature and the trend of the universe. Everything in the world is mobilized by this principle of growth and development. Therefore, our business is also governed by this principle. We have always sought to move ahead by starting anew every day because our management philosophy is based on this principle. Our management principle, based on growth and development, holds true in all ages.

Konosuke Matsushita

The founder averred that business is grown and developed at a January 1951 Management Policy Meeting that commemorated a new development period, which was launched after breaking away from the post-war struggle, and endeavored to change the company's plight.

