

Understanding Universal Manners

" What is necessary for interacting with people from all walks of life? "

●Date held: April 27, 2016 ●Venue: Mandom Corporation's Head Office



What are "Universal Manners"?

With the assistance of the Japan Universal Manners Association and Mirairo Inc., we held a seminar and discussion on Universal Manners.

"Universal Manners" is a form of consideration that involves thinking from someone else's perspective and acting based on a proper understanding of their situation. It is both a mental and physical approach to interacting with people from all walks of life.

In the process of doing business we have interactions with all kinds of stakeholders, including people who are elderly or who have a disability, people pushing a baby stroller,

pregnant women, and individuals from different countries. We believe that learning and utilizing Universal Manners is a highly meaningful endeavor for both promoting and sustaining diversity.

See Also ●Japan Universal Manners Association Official Website
<http://universal-manners.or.jp/>
●Mirairo Inc. Official Website
<http://www.mirairo.co.jp/>

How the CSR Material Issues for the Mandom Group Relate to the Ten Principles of the UN Global Compact

In December 2015 the Mandom Group established the CSR Material Issues with 14 initial items and began initiatives based on these issues.

For initiatives with regard to three of these 14 issues, we requested the assistance of the Japan Universal Manners Association (Mirairo Inc.).

Relevant CSR Material Issues of the Mandom Group (first edition)	[No.03] Human Rights : Continuous investment in education on human rights [No.05] Labor Practices : Achieving employee satisfaction (ES) and diversity [No.13] Community Involvement and Development : Detecting and contributing to new social paradigms
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We consider Universal Manners to be a necessary mental and physical approach for putting into practice the following principles related to human rights and labor among the Ten

Principles of the UN Global Compact, which the Mandom Group declared its commitment to in September 2015.

Relevant Principles of the UN Global Compact	[Principle 1] Human Rights : Businesses should support and respect the protection of internationally proclaimed human rights. [Principle 2] Human Rights : Make sure that they are not complicit in human rights abuses. [Principle 6] Labor : The elimination of discrimination in respect of employment and occupation.
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Lecturer : Hiromi Kishida
Lecturer, Japan Universal Manners Association
Lecturer, Mirairo Inc.

Born in Osaka Prefecture. While raising her daughter and son, the latter with a mental disability, her husband died suddenly of heart attack in 2005. In 2008 she herself became paralyzed from the waist down due to an aortic dissection. In 2011 she joined Mirairo Inc. and began to offer consulting on Universal Design from the unique perspective of "changing barriers into value." She is also active as a Universal Manners trainer, giving over 150 lectures a year on how to interact with the elderly and people with disabilities.



Session 1 Learning the Basics of Universal Manners

The training session was led by Hiromi Kishida of the Japan Universal Manners Association. Ms. Kishida gave a basic introduction to Universal Manners and presented the same content as in the lectures she gives nationwide to teach people the basics of how to approach and talk to the elderly and people with disabilities. The lecture content was the same material that people study to pass the Universal Manners Test (Level 3). A total of 36 people attended the session, including the director in charge of the CSR Promotion Division, Tatsuyoshi Kitamura. Although we cannot go into more detail here, the participants felt that Ms. Kishida's talk was easy to understand and they listened with full attention;

at the end, all participants received a Level 3 Universal Manners certificate.

After the seminar, many of the individuals who had attended indicated an interest in taking the next level of training course (Level 2), which teaches practical support methods in more detail. Many commented that Universal Manners should be more widely taught at the company through such sessions as part of promoting true diversity.

See Also ●Universal Manners Test Official Website
<http://www.universal-manners.jp/>

Session 2 Discussion

Following her lecture on Universal Manners, Lecturer Hiromi Kishida led a discussion on the topic, "What is Necessary to Meet Diversity?" Opinions were exchanged vigorously on a variety of topics during the discussion, such as what kind of consideration is needed in a workplace shared with diverse

types of people, including those with disabilities, seniors, pregnant women, and people from other countries, and the stance that the company should take when dealing with members of the public. Also covered were such topics as accessible design, Universal Design, and mental health.

Main Concepts Taught and Advice Given by Hiromi Kishida

●Barriers Are in the Environment, Not in People

As long as we prepare the environment, people will not experience barriers. Also, the same environment can present barriers to some and not to others, and disabilities may express themselves in a variety of ways, so everyone must understand that different people have different needs.

able to play in the company and the responsibilities they are given as an opportunity. Bosses and senior employees should be providing them with a role to fulfill that is suited to their particular strengths and unique characteristics.

We must have an appropriate understanding of what a person can do well and what they cannot do, and set goals in consultation with the person. That is the basis for creating a good work environment. Just because a person might have a disability should not change these basics. Excessive concern is not necessary, but basic consideration is.

●Give Natural Consideration

As soon as you realize something, take immediate action. If a person is having trouble with something in your environment, as soon as you realize it, ask them without indifference or excessive concern, "Is there something I can help you with?" This is the basis of Universal Manners. Such consideration must extend throughout the company, cultivating a workplace culture that empowers people to naturally say, "Is there something I can help you with?" whenever they realize it is possible to help a person who needs a little help.

●Creating an Open Atmosphere and Promoting Good Mental Health

Firstly, change must start higher up in the company with bosses and senior employees. Creating an atmosphere that encourages employees to consult with their superiors in the organization begins with those superiors talking to everyone with a smile. It is also important to set up chances to communicate about things unrelated to work. Regardless of one's abilities or disabilities, every person wants to have others recognize what they have accomplished. It is vital to express appreciation in a natural way, even as simply as saying, "We need you."

●Set Up Roles and Targets Based on Individuals' Strengths and Special Characteristics

Regarding the hiring of people with disabilities, it is only natural that those who have a disability see the role they are

Follow-up Comments After Discussion



Manager, General Administration Div.
Yoshihiro Watanabe

I was reminded once more that there are many things that one does not see in one's daily life without making a conscious choice to see them, even when coming into regular contact with those things. One of the important functions of the General Administration Division is to manage and maintain the head office building to provide a safe, comfortable environment not only for employees but also for customers and others who come to visit the company. I wish to apply the knowledge I gained from the session in carrying out building maintenance so that everyone who visits the company feels that we are a company that really takes care of people in the right way.



Manager, Human Resources Div.
Yoshitomo Watanabe

I was able to learn how to interact not only with elderly people and people with disabilities, but also with different types of people who are anxious in some way about participating in society. To dispel such anxiety we need to "prepare the environment" for them or find ways to be considerate from different perspectives. From the position of the Human Resources Division, we aim to enable a variety of working styles and build the type of workplace environment in which many different kinds of people can be assigned to work safely and without anxiety, including people with disabilities, seniors, pregnant women, and people of foreign nationality.



Manager, Fukusaki Factory
Masanori Kobayashi

Hearing things like "It's okay to start by asking, 'Can I help you with anything?'" and "You don't need to try to be perfect" lightened my expectations of myself, as I tend to get very cerebral about correct conventions of behavior. I am always looking for ways to improve the hospitality that we extend to visitors to the Fukusaki Factory as part of the function of our department. This lecture provided a solid grounding for doing that, helping to overcome vague generalities in terms of considerate action.



Human Resources Div.
Masayuki Takai

I came to recognize once again the great importance of seeing things from another person's perspective and taking action based on proper understanding. Many times, when I saw people with disabilities or seniors I didn't know what to say or do because I had only some vague notion that there was something I had to do or should do. Then I learned that, first, the important thing is to say to the person, "Is there something I can help you with?" Also, I realized anew that this is what it means to see things from someone else's point of view.



Manager, Human Resources Div.
Keiko Nishiura

Barriers come in all shapes and sizes, and up until now I lacked confidence on how to interact with people with disabilities—I felt a great deal of anxiety. Studying Universal Manners has been a valuable experience, and now I feel that I have overcome my confusion to some degree. People learn from experience, so in a field where one has little experience, it is necessary to learn from an expert. As head of the Diversity Promotion Office, I want to put my energy into the area of hiring people with disabilities.



Fukusaki Factory
Chie Matsuoka

Through this lecture I became aware for the first time that our factory toilet has the Ostomate Mark for people with special needs. I want to share the information I received with others in my section, with other workers in the factory, and with my family to think more about these things together. I aim to always keep in mind the thought, "What can I do now?" and not forget to be caring and aware of the needs of others. I want to create a better workplace and factory that is able to work with people from all walks of life in the right way.



Human Resources Div.
Shen Nanxiang

On the topic of diversity and inclusion I got many ideas on how to promote the hiring and active participation of people with disabilities, so it was a very meaningful experience for me. I want to take action based not on what I think an individual can or cannot do, but on what I can do for them. Also I think that throughout the company we need to maintain the awareness that "barriers are found not in people but in things and the environment" and work to create an open atmosphere in the workplace and build an environment that is easy for all to work in.



Technical Development Center
Etsuji Shiomi

The lecture made me realize that there are many small things creating barriers in our immediate environment. It taught me that the first step is to have natural consideration for others and to say a few words to a person. Through the discussion I was able to deepen my awareness of the diversity around me. I am convinced that we can build a sustainable society that appreciates diversity through both Universal Design and Universal Manners, which respectively represent the "hard" and "soft" aspects of this awareness.



CSR Promotion Div.
Tsukasa Nishiyama

Since the CSR Material Issues for Mandom were established in December 2015, I have given much thought to one of the core themes that represent Mandom's CSR efforts—human rights; even the name of the company comes from the words "human" and "freedom".

We planned this recent event in the knowledge that it is necessary to first understand and practice Universal Manners if we are to properly understand how people both inside and outside the company perceive barriers, and if we are to create an organization that does not shy away from diversity and gives proper consideration to people from all walks of life.

With regard to the employment of people with disabilities, for example, even though the company more than meets national hiring requirements and has all of the infrastructure elements in place in terms of organizational systems and facilities, we are still in the process of learning how to properly understand and approach people with different types of disabilities in our various workplaces on a personal level. If we are unable to give them meaningful work, our initiatives in this area will not be sustainable.

I hope that by practicing Universal Manners we are able to improve these "soft" aspects of the work environment (i.e. a sense of heart) in even the smallest ways to promote true diversity.

I wish to express my sincere gratitude to Ms. Kishida as the lecturer, and to Hiraku Ishikawa, director at Mirairo, for their cooperation in making this initiative a success.

After the Lecture



Lecturer, Japan Universal Manners Association
Lecturer, Mirairo Inc.
Hiromi Kishida

I am very impressed with the thorough way in which each and every employee at Mandom engages in supplying products and services based on the company's mission of aiming to provide a comfortable lifestyle supported by health and beauty.

In the lecture, I introduced to people the way of thinking that we call "Universal Manners."

In the world in which we live today we see all kinds of people on the streets—elderly people, people with disabilities, people pushing baby strollers, and people from other countries. To talk with other people and communicate with them we need to start by understanding what is special about them and how they might be feeling. With an understanding of people's unique characteristics we can provide an appropriate level of support on a case-by-case basis.

The way I see it, to view things from someone else's perspective and take action on that basis requires no special knowledge, only a little consideration from the heart. The attitude and action people take toward diverse types of people are what we call "Universal Manners."

In the stakeholder dialogue just held, we had Mandom employees consider various situations and imagine what kind of approach would be necessary to meet diversity. When asked what situations they faced in actuality in their departments, I got the impression that concerns stemmed precisely from how much they valued communication with their customers.

Many said they were afraid that they paid excessive attention when interacting with customers with disabilities or the elderly. I was able to convey to them the importance of starting to communicate by asking, "Is there anything I can help you with?"

I would be very happy if the participants in the lecture were to remember and apply what they learned, both when greeting customers of all kinds and when communicating with fellow employees. May everyone remember how important it is, above all else, to step forward and say with kindness, "Is there anything I can help you with?"



Stakeholder Dialogue Participants



- Japan Universal Manners Association (Mirairo Inc.)
Hiromi Kishida (Lecturer)
- Mandom Corporation
Tatsuyoshi Kitamura (Director in Charge of CSR Promotion Div./
Director, Senior Managing Executive Officer)
- Nobuki Fujiwara** (Observer/General Manager, CSR Promotion Div.)
- Yoshihiro Watanabe** (Manager, General Administration Div.)
- Yoshitomo Watanabe** (Manager, Human Resources Div.)
- Masayuki Takai** (Human Resources Div.)
- Keiko Nishiura** (Manager, Human Resources Div.)
- Shen Nanxiang** (Human Resources Div.)
- Etsuji Shiomi** (Technical Development Center)
- Masanori Kobayashi** (Manager, Fukusaki Factory)
- Chie Matsuoka** (Fukusaki Factory)
- Noriko Shimizu** (CSR Promotion Div.)
- Tsukasa Nishiyama** (Facilitator/CSR Promotion Div.)