

TOPC Axis		
Tech Axis	<b>Stick to the Basics</b> 基本を外さない	There is <b>nothing more important than achieving the basic level of work, and meeting the basic level of our clients' expectation</b> . Regardless how tedious it may appear, make sure to still follow the basics. Skipping a step only because it appears to save time at the moment, will eventually lead you to miss noticing the errors. <b>Sticking to the basics regardless of the situation, is the only way to build the technical foundation, and meet the clients' expectation</b> . Advanced skills will follow only after you build the basic foundation.
	<b>Deep Digging</b> なぜなぜ	Rather than viewing things superficially and arriving at a shallow determination, think more deeply to find out what the real issues actually are. Be persistent and conduct the research, as you need sufficient knowledge to think deeper. If you think you can do something, believe in the possibilities and come up with the solutions.
	<b>Mine Your Intuition</b> 直観を生み出す	Intuition comes with experience to those who have the habit of thinking deeply about the substance of the problem. Knowledge, experience, and unmatched effort. Intuition is not born by chance, but only given to those who have the habit of maximizing their abilities.
	<b>Eliminate Bias and SALY</b> バイアス・SALYの消去	I did it " <b>Same As Last Year</b> "; this mentality may appear to be a useful shortcut, but in reality is an abandonment of personal responsibility and thinking. <b>Biased analysis makes one a prisoner of past experience and prevents growth. Don't be a hostage to convention; always seek progress.</b>
	<b>Think Simple</b> 複雑に見えるものほどシンプルに	Even something that appears complex and seemingly unresolvable, is actually an accumulation of simple logics. <b>When you encounter a complex issue, deconstruct it until a part is simple enough to understand, then reconstruct the parts so that it can be simply understood.</b>
	<b>Plan, Do, Check, Adjust</b> 「仮説・実行・検証・調整」	Intuition may give you an idea, but you need to plan and execute to implement the idea at the workplace. Plan: <b>Create a blueprint before starting the project. Conduct sufficient research to support your plan.</b> Do: If the plan is good, <b>involve your team and your clients</b> and execute. Check: <b>Research and consult to verify</b> that the execution is correct and the results are within the scope of initial planning. Adjust: <b>To generate the best result, gradually adjust and improve</b> the original plan.
Service Axis	<b>Wow! Your Client</b> プロの仕事は、 個客を唸らせる	Even with the simplest of tasks, always maintain a sense of professionalism and pride. Continuously look to see if you are doing your best work, and whether any improvements can be made. <b>Only when we put our best effort in the work, the work becomes truly satisfying and enjoyable</b> . Rather than simply finishing off the tasks that are assigned to you, <b>think deeper to do the job better than the client expects. This is how we wow our clients.</b>
	<b>Know Your Client</b> 個客を知る	Every job starts with knowing your client. <b>Don't judge their needs from superficial words alone; continuously try to figure out their real problems and concerns.</b>
	<b>Expectation Alignment</b> 期待値コントロール	<ul style="list-style-type: none"> <li>• Make efforts to <b>reach consensus with your client on what you can provide within their budget</b>. That way, you can be sure of delivering a level of service that at least meets their minimum expectations without having to adjust any work direction.</li> <li>• Common sense items like <b>quick response and keeping your word</b> are a normal part of expectations. These must be performed as an ordinary course of business.</li> <li>• <b>Confirm that the quality expected by the client is in line with the budget.</b></li> </ul>

	<p><b>Understand and Be Understood</b> 汲み取る・伝わる</p>	<ul style="list-style-type: none"> <li>• First, listen attentively and flexibly to what the other person is trying to express, without any negativity, <b>just seeking to understand.</b></li> <li>• When expressing something, don't be satisfied merely with, <b>"I said it."</b> Patiently explain to clients or colleagues until you are confident that you have been <b>"understood".</b></li> <li>• <b>Communication is achieved only when we understand each other, and when you confirm that your intention have successfully been understood.</b></li> </ul>
	<p><b>Temporary Action, Permanent Action, Prevention</b> 暫定対応・恒久対応・再発防止策</p>	<ul style="list-style-type: none"> <li>• A temporary solution is an urgent, immediate means of dealing with the problem that you perceive.</li> <li>• A permanent solution is means of permanently subjugating the problem.</li> <li>• Prevention serves to prevent a range of similar problems from occurring.</li> </ul> <p>Clients will be truly impressed when you think things through all the way from the various solutions to the level of prevention.</p>
	<p><b>Be an Educator</b> 教育者であれ</p>	<p>Don't point finger at clients when they make a mistake. Instead, we educate our clients on top of regular services, so they can understand our position and appreciate our effort. <b>That extra effort and willingness to support our clients, is what differentiates us from any other auditors and accountants.</b> Similarly, when your staff make a mistake, be patient and teach them until they can prevent similar mistakes occurring again. We are not finger-pointers; we are educators.</p>
Team Axis	<p><b>No Scapegoating</b> 他責NG</p>	<p><b>Avoid saying things that blame externalities</b>, such as, "It was because of this or that person...", "It was due to this or that situation...", or "We didn't have time..." Instead, <b>consider what could have been done under the given conditions</b>, then express yourself and take action accordingly.</p>
	<p><b>Spielberg-ing</b> スピルバーグ</p>	<p>Don't get wrapped up in the need to solve everything by yourself. <b>Engage everyone around you -- your colleagues, your staff, your bosses, your clients -- taking on the role of a "director" to produce the best possible results.</b> That's how Spielberg makes the movie that entertains audience.</p>
	<p><b>Innovator v. Free Rider</b> イノベーター v. フリーライダー</p>	<p>Someone who challenges and succeeds is respected, but <b>at TOPC, someone who challenges and fails also commands respect.</b> Don't just ride along; continue to exert yourself. Support those who are challenging, and remember the strength of those who challenge and fail. People and companies cannot grow if they are fearful of change. <b>Don't be someone who offers nothing but criticism when others challenge and fail.</b></p>
	<p><b>Be Fair and Righteous</b> 大義を持ち、公平であること</p>	<p><b>At TOPC, we must always have thoughts and positions that are fair and righteous.</b> Are you someone who, rather than "going with the flow," takes a principled position and treats those around you -- your colleagues, your staff, your bosses, your clients -- with fairness? Strive to understand what the other person is saying, to avoid bringing others down, to ask questions when you think something is wrong, to clarify differences in perception, and to look for resolutions that are based on fairness and right principles.</p>
Ownership Axis	<p><b>Leadership Begins with Ownership</b> オーナーシップはリーダーシップの始まり</p>	<p><b>The leadership begins with taking ownership of your work.</b> Instead of simply doing what you are told, consider what will benefit your clients and your team, use "Spielberg-ing" skill to gain support from people around you. That's how the leadership begins.</p>
	<p><b>Criticism Must Be Accompanied by Constructive Ideas</b> 批判と具体的建設案はワンセット</p>	<p>Offering nothing but criticism tends to result in an injection of negativity into the surrounding environment. <b>Avoid emotional concerns and offer rationally based, concrete and constructive suggestions, while considering "what I can do to help."</b> Encountering constructive criticism, bosses shall listen to and adopt ideas that are practical and improve the situation.</p>
	<p><b>Deliver the Best Possible Performance in the Given Circumstance</b> 所与の条件</p>	<p>There are no projects with unlimited time and money. <b>The TOPC professional seeks to deliver the best possible performance under any given conditions and constraints.</b></p>

	<b>Grow with Your Dreams</b> 夢と共に成長する	To create the best accounting firm to work for. Even colleagues who sincerely believe that they can achieve this goal, will each have individual dreams that differ slightly from one another. Audit, Tax, BM, HR... each one of us should think about the career and what we want to accomplish. <b>TOPC will support your dreams, because it will ultimately help us be a stronger firm.</b>
<b>BD - Axis</b> (Business Development =Sales, Marketing)	<b>Make Client Your Fan</b> クライアントをファンにする	Creating financial statements or tax filings are ordinary course of business. <b>By providing value in the form of experience rather than numbers, you can turn your client into your fan. Think of “doing for” your clients the same way you would think of “doing for” your loved one.</b>
	<b>Benefit All Three Parties</b> 三方良しの心	<b>The seller benefits; the buyer benefits; society benefits.</b> Instead of being guided by pure self-interest and getting the most money out of your client, try to determine appropriate pricing and work with the client professionally. You and your client's growth will contribute to society's growth.
	<b>Clarify the Project's Achievement</b> プロジェクトの成果を明確にする	<b>1) Client satisfaction</b> <b>2) Comparison of the fee received with time required</b> <b>3) Professional growth of staff</b> <b>These three things need to be appropriately evaluated.</b> The starting point is for staff members to accurately account for their time spent. Next, those in charge need to report on the levels of service provided and satisfaction obtained. Upper management should then make the best effort to receive the corresponding fees from the client.
	<b>Spread Your Knowledge</b> 発信する	<b>Disseminate the latest tax and accounting knowledge in your newsletter.</b> Take it a step further by adding a “Highlights” section to deliver a personal touch.
<b>Time Axis</b>	<b>Take Ownership of the Scheduling</b> スケジューリングのオーナーシップを持つ	<b>Take ownership of your scheduling and continuously reconfirm. Take responsibility for the project's progress and milestones.</b>
	<b>Planning &amp; Timing</b> プラニング&タイミング	<b>Clarify the engagement phase and set a concrete schedule</b> to contact client, receive information, complete the job, report the results, and reflect on future improvement points.
	<b>Maximize the Value of Your Time</b> 時間価値を高める	As a professional who is paid for services, try as much as possible to <b>increase what you are able to do per unit of time.</b>
	<b>Define the Requirements</b> 案件の定義	Clearly define exactly what it is that you have been requested to do. For example, you might think you've been engaged to prepare a tax return, while the client actually expects consulting. The first steps toward effective use of your time are to <b>clearly define the project or engagement, then secure the required resources.</b>
	<b>TOPC Quality &gt; Budget</b> TOPC クオリティ> 予算	As a professional, <b>when there is an opportunity to add value to your project, you should proudly put in your efforts even if it exceeds the budget.</b> When there is a great achievement, it is management's job to bill the client extra. Even when the extra efforts cannot be billed, it will lead to a future reduction of time with increased efficiency, and to greater client retention, loyalty, and satisfaction.