

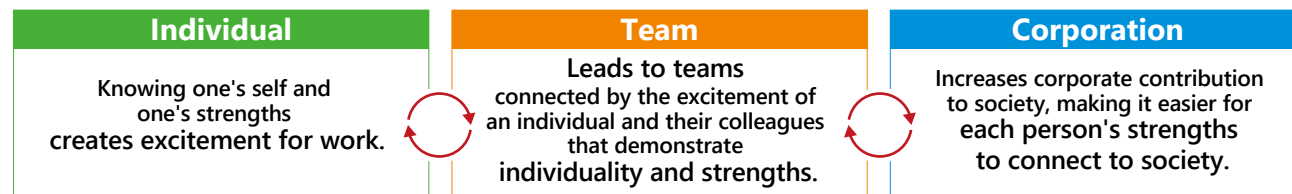
# Special Feature “My Purpose” Project by 150,000 Members of the Mitsubishi Electric Group

In September 2023, the Mitsubishi Electric Group launched the Purpose Project in a new effort to engage 150,000\* employees of group companies in Japan and overseas. The project aims to encourage employees to consider their life purpose to identify how it aligns and connects with the Group's own purpose. The project aims to bolster internal communication as employees share what they have discovered with their coworkers. These activities will further accelerate ongoing efforts to improve organizational culture.

\* Number of employees as of March 31, 2023, on a consolidated basis.

## Generating Value from the Purpose Project

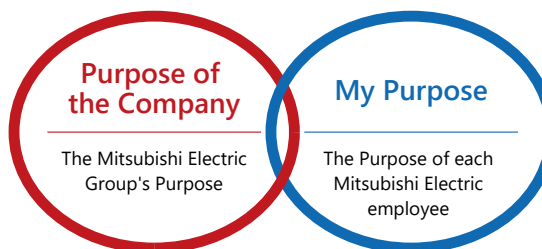
In this project, “My Purpose” is defined as the aspiration that each and every Mitsubishi Electric Group employee has as a part of society. Finding areas where the corporate Purpose and your own Purpose overlap creates a sense of satisfaction and excitement in work. This, in turn, will lead each employee to understand how their work is contributing to society. The purpose that motivates each employee is the driving force behind the reforms the company is making to create a more open working environment.



## Mitsubishi Electric's “My Purpose” Project

First, employees think openly about their purpose. Then, by making employees aware that their daily work actually aligns with the Group's societal contributions and corporate Purpose, we aim to help each employee to fully embrace their own purpose.

After employees identify their purpose, each team is encouraged to share their thoughts in a group discussion about ways each employee's purpose impacts society and how they can realize that impact. This serves as an effective team building exercise.



## Voices

**My Purpose** To contribute to society by making good products with trusted colleagues



**Akiyo Takada**  
Itami Works

I'm in charge of designing inverters, which are the propulsion control devices used in railroad cars. In my work, I place a priority in how I relate to my coworkers. My perspective tends to narrow as I pursue the optimal solution for design work. To prevent this from happening, I listen intently to the opinions of those around me, so that I can objectively consider opinions and values different from my own, all of which can lead to something even better.

[Read the full interview](#)

**My Purpose** To have more people who are helped or feel joy from my work




**Kazuhiro Matsuzaki**  
Shizuoka Works Gunma Factory

I joined the company over 40 years ago, and I have worked on manufacturing jigs and tools, press dies, and plastic molding dies, mainly as a member of machinery departments. Now, I'm in charge of on-site guidance at the factory and mentoring younger employees. If I can teach my younger colleagues to work positively every day, it will lead to the betterment of society.

[Read the full interview](#)

**My Purpose** To create beautiful designs by trial and error



**Ian Random**  
Integrated Design Center

As an industrial designer, I research and design industrial robots and machinery and study future factory technology. Knowing that the robots that I designed through trial and error are being used as a product in factories in various countries gives me a tremendous sense of accomplishment. I look forward to continuing to contribute to society and the world, using my passion for building things as motivation.

[Read the full interview](#)