

[E-BOOK] Maxxis Global Family: Achieving long-term value for the greater good

# Maxxis Global Family: Achieving long-term value for the greater good

Wally Y.H. Chen

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by **Dr. Wally Y. H. Chen**

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**Wally Y.H. Chen : Maxxis Global Family: Achieving long-term value for the greater good** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Maxxis Global Family: Achieving long-term value for the greater good:

0 of 0 people found the following review helpful. A must read title for everyone!By MarilynI picked up this book outside of and found it to be an amazing read! So much that I wanted to let others considering on purchasing this book that it's definitely worth picking up for your personal or shared library.After completing the book I have the sense that regardless of whether one is an employee or a customer-- we're all in some way a part of the Maxxis Family. A good deal of pride, hard work and devotion is clearly invested on all levels from the ground up as this company builds from

a small business into the global structure it is today. Learning about the history that founded the company and its values the book goes over its start and growth over the years. Even the book itself illustrates attention to quality, the book jacket cover, binding and pages are sturdy and well designed. The individual pages are a thicker gloss style paper type that really bring out the color photo images included throughout the book as you explore the faces of individuals and locations of company events over the course of the book. The chapters are nicely spaced to explain the Maxxis family value and structure. It's a good read for those that love the Maxxis Brand or have heard about it by word of mouth but do not yet know much about the brand. Actually I think many businesses themselves should pick up the book and give it a read because it makes many good points in regards to providing overall better value to not just the product but the individuals involved in making and purchasing the product. There's a reason why Maxxis grew in their product line over the years: Quality, Service and Trust. I found the following review helpful. What business could be more important than the "family business?" By Stephen Lu This book tells the story of a family minus; a family which started 45 years ago by a resolute individual in a small village in Taiwan, and now has over 28,000 members in more than 170 countries on five continents. The members of this family are bound together neither by birth nor by blood, but rather by a unique culture and inextinguishable drive to accomplish a mission impossible; to reinvent the wheel. Every day, the family meticulously and diligently converts natural materials to industrial products that are mounted on wheels to move people around; and, by doing so, they touch the lives of many more families around the world. At the end, the billions of tires that they have produced and sold over the past half century become the real blood line that laces the whole world together to become a big global family. So to what should one attribute the phenomenal success of this family? Is it really possible for someone to reinvent the wheel? What could be more mundane and unadventurous than making tires whose shape and form haven't changed since the dawn of civilization? How can rubber tires mounted on steel wheels become the blood line of a prosperous family with a vigorous life? The answers to these questions cannot be founded in any hardware on the factory floor, technology in the engineering department, or procedures in the management office. Rather, they can only be explained and passed on from one generation to another by a series of small stories that capture a glimpse of the family history and personality. This is exactly what this book was set out to do, and Dr. Wally Chen did it so well. On the surface, the diary-style of storytelling may seem to be a bit too casual to some, or even random or arbitrary at first; but together these story pieces explain how a simple yet powerful idea; to treat everyone in business like your own family relatives; can reinvent the wheel, move the world, and touch the lives of many families. The idea of family and relative is most intrinsic and fundamental in Chinese culture and tradition. Over centuries, relatives inherit relationships from their forebears, which, in turn, open up exclusive business opportunities for the family members. Such "guan-xi" has always played important roles in how Chinese do business. But never has this "relative -> relationship -> opportunity" sequence be reversed and adapted to form a new business practice with a distinctive corporate culture. The creative reversal of this long-held sequence of how good business is done from old days is what makes the family story in this book so unique and interesting to read today. The story line follows the succession of "opportunity -> relationship -> relative" minus; it started from one individual seizing business opportunities, led to a company cultivating long-term relationships, and eventually resulted in a family consisting of life-term relatives. The book elucidates the process of turning business opportunities to forge personal relationships, and then cultivating these relationship to become family relatives. This reversed order of doing good business not only overturns the century-old Chinese wisdom, but, more importantly, suggests a new business paradigm that is superior than those well-established practices of strategic partnership and teaming affiliation in the West. Strategic partnership is opportunity-driven, and has long been a common business approach widely used by many Western enterprises. Partners are advantageously chosen on the basis of business strategies to realize financial gains. However, as soon as business strategies are changed, partnerships are also quickly dissolved and terminated. Teaming affiliation, which is another business strategy frequently employed by many global companies in the West and Japan, is relationship-based. A group of businesses teams together to form close relationships in order to maximize the returns for all members. Collaborative teamwork benefit member companies when competitive business games are in session and can continue. However, when the game is over (or in recess) and/or the rules of the game evolve, the team affiliation suddenly render its usefulness and cease to sustain lasting relationships. Unlike strategic partnership or teaming affiliation, the new "family relative" paradigm described in this book is not opportunistic, and it takes the old notion relationship to a new level. This paradigm is based on the fundamental belief that opportunities come and go, but family is forever; relationships rise and fall, but relative is eternal. If you can treat every opportunity and individual in the business world the same way as you would with your own family members, then relationships become relatives and long-term turns to life-term. The name of the family portrayed in this book is Maxxis, which is a global brand for a wide portfolio of high quality tires, a corporate culture that governs the business relationships resulted from making, selling and serving these products, and, most importantly, a family value that effectively transforms these long-term relationships into life-term relatives. The interesting succession, starting from making products with high quality, sustaining relationships with best service, and ending with supporting relatives with complete trust, is at the core of the family story told in this book. The 100% quality of products, 100% service behind relationships, and 100% trust between relatives are the three fundamental

pillars that make the Maxxis Triple 3 System, the cornerstone of the Maxxis family value explained in this book. It is obvious that high quality sells your products on the market, good service builds your relationships in the business, and full trust sustains your relatives in the family. But, what is not immediately obvious is how the Maxxis family can achieve 100% perfection on these three things simultaneously at all time for all endeavors in a highly dynamic and competitive global market. Furthermore, what's truly interesting is to see how the Maxxis family figured out what to do next when it achieves the challenging goal of 100% quality, 100% service, and 100% trust. After all, what could be better than 100% of anything? This was exactly the question which Dr. Wally Chen pondered in one of his brainstorming sessions. Well, how about 300%? How about if we invent an obviously visual and highly harmonic structure to represent the Maxxis family value and culture that builds upon the existing excellence of the three pillars, i.e., 100% quality, 100% service, and 100% trust? How about if we constitute this value structure throughout the Maxxis family so that every family member knows exactly how each pillar complements and amplifies another to its fullest? Wally immediately latched on the idea, and the Maxxis Triple 3 Systems was born from this brainstorming. The Maxxis Triple 3 Systems was adapted from an early work by Professor Warren Bennis, who is a world renowned leading expert in business management and a pioneer of the contemporary field of leadership studies. Professor Bennis used the shape of a triangle in one of his studies to concisely capture the key factors that lead to the corporate excellence at General Electric Company. The triangular structure is a powerful representation scheme that can succinctly elaborate complex attributes which are dynamically interconnected at multiple conceptual layers. The 100% quality, 100% service, and 100% trust became the pillars that occupy the three corners of this triangle, in which the Maxxis family is at the center and its core family value is placed in the inner sub-triangles, whose corners are systematically laced together to complete a stable structure. The same 3-pair triangular is then repeated at multiple layers, each representing a different granularity of business operations, to give the name of "triple 3s". The true power of this Maxxis Triple 3 System lies in the fact that not only a triangle is the most stable simple geometry, but also the replicating nature of this representation scheme forms an interesting "fractal" structure that has very distinctive properties than the hierarchy commonly used in all Western thinking and systems. Academically speaking, a "fractal" is a repeating self-similar structure which has non-integer dimensions. It has been used in many modern scientific studies to understand and describe complex systems and evolving phenomena. In more practical terms, the most interesting property of a fractal is its self-similarity nature. This means that, regardless which particular layer of granularity that you are examining, its structure is always the same as that of other layers. In the case of Maxxis Triple 3 System, a triangular consists of four adjacent triangular within, each of which in turn has four adjacent triangular. This self-similarity repeats itself upward or downward, creating a "lens" that can zoom in and out at infinite levels. What does this self-similar property means in the Maxxis Triple 3 Systems in practice? It means that the same core principles, such as 100% quality, 100% service, and 100% trust, are applicable in the same manner to every employee, whether junior or senior, every customer, whether domestic or global, every organizational unit, whether small or large, and every business transaction, weather tactical or strategic, within the entire Maxxis family. The fact that Maxxis executives travel in economic flights for all domestic trips as their non-executive colleagues, who travels in business classes for all international trips as their executive counterparts, is just one example. Although such a self-similar management approach has its root in the old philosophy that "one ought to treat others as one prefers to be treated," the simple Triple 3 structure makes it more visible to everyone and highly operational in everyday business, eventually creating a distinctive organizational "gene" that becomes the DNA of a real family. This unique Maxxis gene and DNA, once formed, can be inherited from one generation to the next, passed through from one customer to another, and spread via one dealer to the other. Like the healthy reproductive system of a blood family, the expansive power of the Triple 3 System can propel Maxxis to become one of the healthiest and most prosperous global families for many generations to come. The Triple 3 System is how the readers can understand the origin, foundation, value, upbringing, and growth potentials of the Maxxis family. I strong recommend this story book to anyone who is interested in understanding the organic growth of a global manufacturing enterprise and its amazing transformation to become a happy, lively family. The story is easy and fun to read minus; it starts from a local family of the few, and ends with a global family for the many. After all, what business could be more important than the "family business"? I am sure that you will enjoy reading this story book and want to become a Maxxis family member as much as I did! 0 of 0 people found the following review helpful. Maxxis is a Family-Centric organization. By Ronald Lim Ang What struck me most when I read the book was the true value of the three pillars of the Maxxis Triple 3 System of providing 100% Quality, 100% Trust and 100% Service. According to Dr. Wally Chen, the underlying principles of Maxxis Triple 3 guides Maxxis not only as a company but also on how each Maxxis family member should conduct themselves as members of the communities that they are part of. The Triple 3 system, whose principles are strictly hinged on family values, strongly suggests that Maxxis is a family-centric organization. Not only does the Triple 3 system emphasize our roles as members of the Maxxis workplace in the growth and success of the company but the importance of all our distributors, all our suppliers, all our strategic partners and most importantly, every single one of our customers who are also very much part of the Maxxis Family Circle. I have been a distributor of Maxxis for quite some time now and, since it's inception, has been a true believer of the Triple 3 system. By making T3 the pillar

to which we validate every decision we make, we have become a much better company. Employing the system has, I strongly feel, not only made me a better COO, but more importantly, a better person. In the book, Dr. Chen has made it clear that we must give our 100% in all our endeavors because everyone, us included, deserve nothing less. This has taught me to give my best in everything I do. By choosing to commit my 100% will determine my destiny. The Maxxis Global Family book shares with readers the many secrets that has made MAXXIS one of the most successful brands in the world - crisply written, this book clearly explained how Dr. Wally Chen built the reputation and credibility MAXXIS has right now. Easy to read and full of helpful nuggets, this book will not only teach you how you can become a better person in your workplace, but more importantly, how you can transform yourself into the inspiration of the community that you are a part of.

As President of Maxxis International for more than 20 years, Dr. Wally Chen has guided this multi-billion dollar corporation to a position as one of the world's top ten tyre companies. In The Maxxis Global Family, he shares his ideas on management, creating a strong international brand, and 'Triple 3' - the business philosophy that guides Maxxis stakeholders to success. Dr. Chen also relates how his experiences with employees, distributors and customers have taught him lessons that he applies every day in business and in life. The Maxxis Global Family is a must for anyone who seeks to combine a life of corporate success with integrity and humanity. In 2013, Maxxis International (Cheng Shin Rubber Ind. Co. Ltd) was named by Forbes as one of Asia's 'Fab 50 Companies' for the second straight year.

**About the Author** Dr. Wally Y.H. Chen began his career with Cheng Shin Rubber Ind. Co., Ltd., d/b/a Maxxis International, in 1974. Rising steadily through the company's management ranks, he was appointed president in 1992 and has remained in that position ever since. Under his leadership, Maxxis International has risen to the ranks of the world's top ten tyre companies, and now takes in more than US\$4.5 billion annually.