

**Being Human Oriented**  
(Practicing *rén* , 仁)

**Knowing Oneself for  
Self-Development and  
Self-Cultivation**

**Encouraging  
Continuous  
Learning**  
(不斷學習,  
*bù duàn xué xí*)  
and improving  
oneself

**Fostering  
Soft Power**

**Confucian Value  
of Humility**

**Listening is  
soothing to  
the People**

**Caring for Others**

**Team-Playing**

**No-Ego**  
(Being Humble,  
謙虛, *qiān xū*)

**Practicing of  
Servant Leadership**

**Encouraging Loyalty**  
(忠, *zhōng*)