

# 祝願虎年收穫豐碩

## Pursuing Greatness in the Year of the Tiger

美國安利公司首席執行官潘睦鄰  
Amway Corporation Chief Executive Officer Milind Pant

回顧2021年，以及你在這充滿不確定性的一年所獲得的一切，我們也可藉此機會展望未來，同時就來年的發展調整目標和方向。新的一年，大家也注入了全新的活力和熱情 — 當我與各位於線上及線下碰面時，我也深深感受到這一切！

我們剛慶祝過2022年虎年的農曆新年；當你們在建立事業及支持各自的社群時，我無法想像到一個比老虎更切合的象徵來描述你們持續展現出來的信心、勇敢和力量！

新的一年，也迎來新的迫切感。每一天，我們都與A70之旅更接近，那麼我們該如何繼續昂首走向未來？

我們將依循60年前，啟發創辦人理查·狄維士及傑·溫安洛的創辦人成長思維來實現這目標。我知道你們所有人都擁有與這相似的理念，這從你們的成功充分反映。在通往A70之旅中，願你們繼續秉持用心引領、竭誠服務、終身學習的思維。

這些理念深深植根於我們所做的每一件事情中，把這三個強大的理念融合在一起，成就了安利。這三個理念包括：

- 安利的事業機會是平等的。安利真的適合所有人！如果你擁有熱誠、積極的態度，以及一部手提電話，你就可以成為一名創業家。
- 自卡路·宏邦於很久前到中國學習古代中醫藥以來，全方位健康和保健一直是安利的核心。
- 社群的力量比以往任何時候都更加重要，無論是線下，還是越來越頻繁的線上聯繫，每個人都在尋找一個可分享共同熱忱的社群。

當然，這三個理念與我們長久以來的共同使命 — 幫助別人過更好、更健康的生活有密不可分的关系。這將是繼續推動我們的使命！

這些都是持續激勵我的核心理念 — 我希望你也能從中找到啟發。

祝願2022年更精彩！

As we reflect on 2021 and all you achieved during a year of uncertainty, we also have the opportunity to look to the future and align our goals and direction for the year to come. With the new year comes a renewed sense of energy and passion — I can sense this as I stay in touch with all of you, both online and offline!

Recently we celebrated the Lunar New Year. 2022... the Year of the Tiger! I cannot imagine a more fitting symbol of the confidence, bravery, and strength you continue to demonstrate as you build your businesses and support your communities!

With the new year also comes a renewed sense of urgency. We are one step closer to A70 every day... so how do we continue boldly toward our future?

We will do that by living by the Founders Growth Mindset ideals that inspired Rich and Jay 60 years ago. I know you all hold these ideals close, as it is evident in your success. On the road to A70, may you continue to Lead with Heart, Live to Serve and Love to Learn.

Those ideals are engrained in everything we do, as are the three powerful ideas that fuse together to make Amway, Amway. These ideas are:

- The Amway opportunity is inclusive. Amway truly is for everyone! If you have a Passion, a Positive attitude, and a mobile Phone, you can become an entrepreneur.
- Holistic Health and Wellness has been at the core of Amway since Carl Rehnborg traveled to China to study ancient Chinese medicine so long ago.
- The power of community is more important than ever before, be it offline, or increasingly online, individuals are seeking a sense of community based on shared passions.

Of course, these three things are tied to our longtime, shared mission of Helping People Live Better, Healthier Lives. This is the mission that will continue to drive all we do!

These are the core ideas that continue to inspire me — I hope you find inspiration in them, too.

Wishing you all the best in 2022!