

# Symposiums

**S1.2****Teamwork and Happy Staff****13:15 Theatre 1****Teamwork and Happy Staff***Tsang KK**The Bees Group, Hong Kong*

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This presentation is about a story of The Bees and how we can build staff morale and team spirit during the difficult times of advertising industry.

The Bees was formed in 2012. Soon after the establishment, three of 4As advertising agencies closed down their operations in Hong Kong. The advertising industry has undergone a difficult time due to the changing market environment. Despite the difficulties, The Bees has been growing tremendously and established as a key marketing services group in Hong Kong.

The Bees adopts the “3/3/3” profit sharing system advocated by Mr Shih Wing Ching. One third of the profit goes to staff as their bonuses; one third goes to shareholders as dividend while one third keeps as a reserve for the company. The group has also implemented the “insane staff benefits”, which were nominated and voted by staff.

Apart from the emphasis on result sharing with staffs, The Bees has also regulated some mal-practices of the advertising industry and injected new meaning for their profession. Therefore, they uplifted the spirit of their staff members.

Having a highly motivated team, The Bees has been growing rapidly and very profitable too.