

A Strategic Study on Cultivating Craftsman Spirit Based on Enhancing the Core Competitiveness of Private Enterprises

Shuyan Liu¹, Zhuochen Liu²

¹Liaoning University of International Business and Economics School of Marxism, Dalian, Liaoning, China

²School of Economics, Liaoning University of International Business and Economics, Dalian, Liaoning, China

Abstract: *In the ever-changing market environment, the competitive pressure on private enterprises is increasing. The integration of craftsmanship provides strong support for private enterprises to shape unique competitive advantages and enhance core competitiveness. This paper analyzes the connotation and value of craftsmanship, emphasizes its key role in enhancing the core competitiveness of private enterprises, and comprehensively examines the current status and problems of cultivating craftsmanship in private enterprises, and points out the shortcomings. On this basis, a strategy for cultivating craftsmanship based on enhancing the core competitiveness of private enterprises is proposed.*

Keywords: Private enterprise, Craftsmanship, Core competitiveness, Strategy.

1. Introduction

The private economy plays an irreplaceable and key role in "stabilizing growth, promoting innovation, increasing employment, and improving people's livelihood". Private enterprises are not only the well-deserved backbone of promoting Chinese-style modernization, but also the key to ensuring the realization of high-quality development. At present, the domestic and foreign economic environment is complex and intertwined, and market competition is becoming increasingly fierce. The development of private enterprises is facing unprecedented challenges. As a key component of corporate culture, the spirit of craftsmanship is of vital importance to enhancing the core competitiveness and sustainable development capabilities of private enterprises. It can guide the direction of private enterprises on the difficult road of development, help enterprises break through difficulties and achieve long-term development.

2. The Connotation and Value of Craftsman Spirit

2.1 The Connotation of Craftsman Spirit

The craftsman spirit is a spiritual concept of "persistence, excellence, meticulousness and pursuit of excellence", which is rich and profound in connotation and mainly includes the following aspects:

1) The spirit of dedication and joy in work of "choose a path and stick to it to the end". The spirit of perseverance and concentration is manifested in a professional attitude of no regrets and perseverance, requiring workers to devote themselves to their jobs with a high degree of professionalism. This spirit can encourage workers to continuously deepen their business exploration and continuously improve their professional skills and professional qualities. Workers with this quality can reduce the cost increase caused by production errors, thereby making the advantages of private enterprises in resource utilization, cost control and other aspects more prominent.

2) The spirit of excellence of "focusing on one line and improving one line". It is to concentrate on every detail and every product. It is not only reflected in the strict requirements for product quality, but also permeates the continuous optimization and continuous improvement of the work process. Excellence has built a solid foundation for the competitiveness of private enterprises. High-quality products can form a good reputation, thus enabling enterprises to stand out in the fiercely competitive market.

3) The rigorous and meticulous spirit of "not daring to settle for a single centimeter". This meticulous work style contains a conscientious work attitude and a deep respect for product quality and service level. It emphasizes that no matter what kind of work or position the workers are in, they should keep in mind the truth of "being cautious to avoid danger, respecting details to achieve greatness" and "the great things in the world must be done in detail".

4) The spirit of pursuing excellence of "millions of hammers to make a tool". The pursuit of excellence is no longer simply completing the task, but an unremitting pursuit of excellent quality. In the hearts of workers, only by constantly pursuing high-quality products and high-quality services can we gain the trust and recognition of customers and be invincible in market competition.

5) The creative and innovative spirit of "starting new thinking and expanding the future". If the above four aspects mainly reveal the ideological essence of the craftsman spirit, then creative innovation is the new connotation of the craftsman spirit given by the new era. As an inherent requirement of new quality productivity, the creative and innovative spirit has infused new vitality and motivation into the development of private enterprises. The creative and innovative spirit requires workers to dare to break through the shackles of traditional thinking in their work and be good at constantly exploring new methods and new technologies to promote the innovative development of enterprises from practice. The connotation of innovation and creation goes far beyond simple product and technological innovation. It is an all-round and

multi-dimensional innovation breakthrough, which focuses more on the innovation of business philosophy and the reshaping of marketing model.

2.2 The Value of Craftsmanship in Enhancing the Core Competitiveness of Private Enterprises

As an important part of the great spiritual spectrum of the Chinese Communists, "model worker spirit, labor spirit, and craftsman spirit" originate from the excellent traditional Chinese culture. Cultivating and inheriting the craftsman spirit is a mission given by the times and the key to promoting the continuous progress of private enterprises. Private enterprises should deeply explore the value contained in the craftsman spirit on the basis of a deep understanding of the connotation of the craftsman spirit, and then integrate the craftsman spirit into the blood of the enterprise, making it an important force to promote the continuous improvement of the core competitiveness of the enterprise.

1) Improve product quality and service level. The primary value of the craftsman spirit to the development of private enterprises lies in its ability to provide a strong impetus for improving product quality and service levels. In today's extremely competitive market, the quality of products and services has a direct relationship with the rise and fall of enterprises. Through the continuous pursuit of excellent quality, enterprises deeply rooted in the spirit of craftsmanship have not only created excellent products, but also provided high-quality services, and have gained lasting recognition and favor in the market. Taking some private handmade brands as an example, each of their carefully crafted products demonstrates the spirit of craftsmanship. Consumers have long paid attention to and supported this brand, thus injecting lasting development momentum into the enterprise.

2) Promote the construction of corporate culture. The construction of corporate culture with craftsman spirit as the core can not only inspire employees' love for their jobs and dedication, and encourage them to pursue product perfection while pursuing exquisite skills, thus ensuring high-quality products and services; it can also establish the public image of private enterprises that are constantly improving and striving for perfection, and enhance market recognition and brand reputation; the innovative spirit contained in the craftsman spirit is an important magic weapon for private enterprises to stand out in the fierce market competition. It makes enterprises more sensitive and flexible in the face of market changes, and creates a lasting and stable competitive advantage for private enterprises.

3) Improve employees' professionalism and work performance. The craftsman spirit emphasizes a dedicated and meticulous work attitude, which will encourage employees to pursue excellence in their work, constantly learn new skills, and optimize work processes, thereby improving their professional abilities. At the same time, the craftsman spirit encourages employees to maintain a high sense of responsibility and go all out for every task to ensure high-quality work. This attitude not only improves personal efficiency, but also promotes the deepening of teamwork, ultimately helping to improve the overall performance of

private enterprises.

4) Enhance the core competitiveness of enterprises. Private enterprises that adhere to the spirit of craftsmanship can always maintain their leading position even in a complex and highly competitive market environment because they firmly adhere to the concept of high-quality development and are committed to providing products and services of extraordinary quality and high added value.. On the contrary, those companies that ignore the spirit of craftsmanship are gradually in a passive position in the fierce market competition, and it is often difficult to maintain the stability of product quality and services, which ultimately leads to the loss of customer trust and the gradual shrinking of market share. Therefore, when the management of private enterprises deeply integrates the spirit of craftsmanship, they can not only become industry models in terms of product quality and service levels, but also demonstrate extraordinary strength in the field of innovation. These comprehensive advantages will become a powerful force for enterprises to stand out in the market. Weapons can help enterprises occupy more favorable competitive heights, and their market competitiveness will be significantly improved.

3. Current Status and Problems of Cultivating Craftsman Spirit in Private Enterprises

The shift of craftsmanship from "industry discourse" to "policy discourse" is actually a reflection of the country's economic development strategy transformation. To achieve the leap from "Made in China" to "Created in China" and "Smart Manufacturing in China", and the transformation from relying on speed to quality first, the key lies in promoting the spirit of craftsmanship. In recent years, with the country's emphasis on and advocacy of the spirit of craftsmanship, more and more private enterprises have attached importance to the cultivation and practice of the spirit of craftsmanship. But overall, there are still some shortcomings and problems. For example, some private enterprises have failed to fully appreciate the core value of the spirit of craftsmanship for the long-term development of enterprises and its key role in the growth path of enterprises. These enterprises are often attracted by short-term interests and ignore the improvement of employee skills and product quality control. This kind of quick success and quick profit behavior not only damages the reputation and image of the enterprise, but also has a negative effect on the overall healthy operation and long-term development of the industry. These enterprises urgently need to reflect deeply and change their strategies so that the spirit of craftsmanship can be effectively infiltrated into the essence of corporate culture and the framework of management system to promote the sustainable growth of enterprises and the prosperity of the industry. At present, there are the following problems in the cultivation of the spirit of craftsmanship in private enterprises:

1) The corporate culture lacks the element of craftsmanship. Corporate culture is a concentrated reflection of the employees' mental outlook and value orientation. Some companies have not established a positive corporate culture. If employees lack a deep love for their work and a passion for excellence, it will be difficult for them to form a common value orientation and behavioral norms, and it will be difficult

for them to root the craftsmanship in their hearts and externalize it in their actions.

2) Imperfect system. The system is the guarantee for cultivating the spirit of craftsmanship, but some private enterprises lag behind in system construction, which is specifically manifested in imperfect incentive mechanisms, imperfect quality monitoring mechanisms, etc. For example, some companies have neglected the long-term development of employees and the cultivation of the spirit of craftsmanship in terms of employee performance appraisal and promotion; some private enterprises have omissions and shortcomings in the quality management system that cannot be ignored, resulting in the difficulty for employees to establish a strong sense of responsibility and diligent professional spirit in their daily work.

3) The training lacks pertinence and effectiveness. Within the scope of training in private enterprises, skill training and improvement occupy the majority of the training content, while the cultivation of craftsmanship appears to be relatively weakened and marginalized. Even if there are some trainings related to craftsmanship, the content is mostly too general, lacking clear direction and practical application value, resulting in unsatisfactory training results. In addition, the training methods also appear to be somewhat single, mainly relying on the traditional teaching model, lacking practical exercises and specific case analysis. This single training model makes it difficult for employees to understand the true meaning of craftsmanship and to practice craftsmanship in actual work.

4. Strategies for Cultivating the Craftsman Spirit to Help Private Enterprises Enhance Their Core Competitiveness

4.1 Strengthening Quality Awareness and Brand Building

Once a private enterprise falls into the dilemma of homogeneity and faces the risk of being replaced, it will lose its core competitiveness and be easily eliminated. Therefore, it is particularly important to strengthen the concept of quality and build a strong brand, which is the key for enterprises to break out. The key. Quality, as the foundation of an enterprise's survival, is the most direct and core manifestation of the craftsmanship spirit. It is like the blood of an enterprise, nourishing its growth. Brand building is an external manifestation of the spirit of corporate craftsmanship and a key element in shaping corporate image and enhancing market competitiveness. Quality and brand building are interdependent and jointly build a solid foundation for the company to move forward steadily. The cultivation of craftsman spirit guided by quality and brand building needs to be deeply integrated with the strategy of "specialization, specialization, innovation". "Specialization, Specialty, Specialty and Innovation" is the strategic orientation that leads private enterprises to new heights. It emphasizes the cultivation of core competitiveness through professional development, the pursuit of exquisite products, sophisticated craftsmanship, and sophisticated management, and develops markets with characteristics. Drive development with innovation, thereby achieving rapid growth in quantity and significant improvement in quality. Only by adhering to the

spirit of craftsmanship and pursuing the ultimate in craftsmanship can we accumulate quality culture; only by pursuing the ultimate in products can we strengthen our brand competitiveness; only by continuing to innovate can we ensure that an enterprise moves forward steadily and wins long-term development.

4.2 Create a Cultural Atmosphere of Craftsman Spirit

Corporate culture itself has multiple functions of motivation, cohesion, guidance, constraint and radiation. To create a corporate culture atmosphere that promotes the spirit of craftsmanship, every employee should be able to become a disseminator and practitioner of the spirit of craftsmanship, and make the spirit of craftsmanship the soul and cornerstone of the enterprise. There are two main aspects to creating a cultural atmosphere of craftsmanship. On the one hand, it is to set an example and tell a good story. Enterprises should discover and commend those employees who strive for excellence in technological innovation and product quality, take them as living examples of "craftsmanship", and tell "model worker stories, labor stories, and craftsman stories". Through their stories, all employees are inspired to make the spirit of craftsmanship a visible benchmark, so that the "value of craftsmen" can be demonstrated and the "spirit of craftsmanship" can be deeply rooted in the hearts of the people. On the other hand, it is cultural penetration and daily practice. Integrate the "spirit of craftsmanship" into every corner of the daily operation of the enterprise, from product design and manufacturing to marketing, from customer service to teamwork, all emphasize details first and quality first. In addition, private enterprises should pay attention to timeliness and durability in creating a cultural atmosphere of craftsmanship. Effectiveness requires enterprises to closely combine the actual situation of employees and the enterprise itself, and carefully plan and formulate practical plans. Persistence requires that companies should regard the cultivation of the spirit of craftsmanship as a long-term task in corporate culture building, constantly sum up experience and make continuous improvements in order to ensure that the spirit of craftsmanship can take root and thrive in the company.

4.3 Improve the System and Mechanism

The effective inheritance and promotion of the craftsman spirit within private enterprises requires not only ideological guidance and the driving force of role models, but also strong institutional support. Only with the system can the craftsman spirit be fully integrated and deeply practiced in all aspects such as corporate culture construction, employee training and quality management. By setting clear goal orientation, reasonable incentives and strict quality control, institutional guarantees are provided for the cultivation of the craftsman spirit. Specifically, it mainly starts from two aspects: on the one hand, it is to strengthen the construction of incentive mechanisms. Enterprises should establish diversified incentive plans, such as increasing the salary level of highly skilled talents and increasing the recognition of highly skilled talents, so as to stimulate employees' enthusiasm for skill improvement, innovation and creation; at the same time, they should open up clear career development channels for employees, provide promotion space for positions and titles,

and make them more focused and advanced in their careers. Another aspect is to improve the quality management system. The management system is a restraining force. Private enterprises should integrate the craftsman spirit into various management systems and ensure that employees maintain a rigorous and focused attitude in their daily work by formulating strict quality standards and processes.

4.4 Optimizing the Training System

The human resources department should establish a vertical and horizontal three-dimensional training mechanism in the strategic planning of enterprise talent training. In terms of the vertical training system, for the management, it is necessary to enhance the strategic vision and efficient management ability of managers; for new employees, it is necessary to carry out initiation training, through in-depth interpretation of the core of corporate culture and corporate development vision, to help new employees accurately grasp the company's positioning and quickly integrate into the new environment; for other employees, it is necessary to carefully design a full-year training plan aimed at continuously strengthening the business level according to the professional needs of each position. In terms of the horizontal training system, the training system can be constructed by adopting the modes of "internal training + external training" and "offline training + online training". Specifically, internal training includes targeted job technical training and operation training, so that employees have a clear understanding of the work process and operating procedures, so as to improve work efficiency. External training mainly includes encouraging employees to participate in professional training in the industry to promote the improvement of employees' business literacy; they can also participate in external expert lectures and seminars to understand the cutting-edge knowledge and skills of the industry. Offline training includes conducting special lectures and workshops, on-site visits and learning, master-apprentice inheritance, skill competitions and drills. The online model includes establishing an online learning platform, virtual case analysis and practice, online expert lectures and exchanges, and online community interaction.

References

- [1] Cai Ying, Bo Hai. The philosophical implications and contemporary value of craftsman spirit[J]. Journal of Liaoning University of Technology (Social Science Edition), 2024(4).
- [2] Shi Ling. Cultivating the soil for craftsmanship[N]. People's Daily, 2020-12-02
- [3] Meng Qingyuan. Analysis on the basic connotation and contemporary value of craftsman spirit[N]. China Quality News, 2021-12-03
- [4] Peng Hua, Yang Que. The impact of craftsmanship and corporate reputation on corporate innovation performance[J]. Journal of Hunan University of Science and Technology (Social Science Edition), 2022(5).
- [5] Li Jiajia. Research on the impact of corporate craftsmanship on brand value[D]. Master's thesis of Xi'an University of Technology, 2022.
- [6] Bai Shaojun, Liu Huan, Zhang Man, Yan Liang. The impact mechanism of entrepreneurship and craftsmanship on the high-quality development of

- advanced manufacturing enterprises [J]. Science and Technology Progress and Countermeasures, 2024 (17).
- [7] He Zhengchu, Peng Hua. The current situation and influencing factors of the craftsman spirit of the new generation of technical workers [J]. Hunan Social Sciences, 2018 (2).
- [8] Hu Jingpu. The contemporary value and coupling path of integrating craftsman spirit into the cultivation of new quality productivity [J]. Research on Marxist Theory in Colleges and Universities, 2024 (1).