

You never get a second chance to make a great first impression

Here's how to make sure the first one counts

Business Bio

It's who you are and what you do



The image shows a business bio brochure for Tactical Strategies New York. The top right features a photo of a smiling woman in a light blue blazer. The main headline reads 'Why investing in superior talent can create superior results'. Below this, there's a section titled 'Industry Insight' with the subtitle 'Cutting-edge Insight From Industry Insiders'. The main body of the brochure is divided into two columns. The left column is titled 'Good recruiters matter' and contains three sub-sections: 'Recruiting good staff is a challenge...', 'Business reporter Jon Walsh spoke with Michelle Caxton...', and 'What are the biggest challenges facing New York-based recruiters?'. The right column contains two sub-sections: 'What type of staff are most in demand in the New York area today?' and 'What are the latest industry trends that employees need to be watching?'. A QR code is located in the bottom right corner of the brochure.

SPECIAL OFFERS

1/ Order any Business Bio and receive any one (1) item from nos. 7/ – 9/ in Business Grow's [Business Booster Pack](#), and...

2/ Business Grow will donate 10% of the price to [Second Harvest Japan](#) food bank.

A Business Bio can

- ✓ Showcase yourself, your company, products, services, campaigns, strategies, team, programs, business achievements, and more
- ✓ Market your company to customers, media, partners and investors
- ✓ Make a powerful first impression with potential customers
- ✓ Underline your skills, achievements, credibility and experience
- ✓ Be distributed at networking events, conferences, meetings, etc.
- ✓ Reinforce your credibility and help you seal that next business deal.

To learn more, please read on...

Business Bio-PRO – Article format
2 pages ¥90,000

Shared Learning for
Faster Business Growth

Expert Insight




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DECEMBER 2005



Simon Sproule

"Speed, relevance and trust are at the core of all communications."

Revving up your Corporate Communications

Effective corporate communications is vital for a business regardless of whether it is used to promote new products or strategies, talk with the press, or communicate with stakeholders and customers. One business that has turned good communication into an art form is Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile enterprise. Under the stewardship of CEO Carlos Ghosn, Nissan's phoenix-like rise from the ashes has captured not only hearts and minds, but also hundreds of hours of advertising and media time and thousands of headlines worldwide.

Business reporter **Jonathon Walsh** spoke with **Simon Sproule**, Vice President of Global Communications at Nissan, to discover some of the company's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to more effectively promote their businesses and communicate with customers.

Providing stakeholders with timely information

Nissan needs little introduction. The automaker's stunning turnaround from out of a spiraling black hole of debt, poor employee morale and plummeting global market share into a high-growth, highly profitable, efficient car-making machine has captured headlines the world over.



Nissan's Fairlady Z Roadster two-seater convertible with power-operated soft top.

The mission of Sproule's department is global communications, sustainability and investor relations. "Our goal is to provide key stakeholders with timely information about Nissan and its brands that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all communications at Nissan."

Key departmental responsibilities include media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, motor shows, product launches, publications, websites, broadcast media services and event management.

"On the global communications side, our principle tools are the website, press releases, media presentations, media, analyst & shareholder events, speeches, conference presentations, and other activities."

PTO...

10-SECOND BRIEFING

INDUSTRY: Automobile
LOCATION: Chuo-Ku, Tokyo
ESTABLISHED: 1933
NET SALES 2004: ¥8,576.3 billion
OPERATING INCOME 2004: ¥961.2 billion
EMPLOYEES: 18,367

Business Bio-DATA – Q&A format
2 pages ¥50,000

INDUSTRY INSIGHT


Cutting-edge Insight from Industry Insiders

CUSTOMER SERVICE

Customer service: Why less means more

SalesFuel
Customer Service

Japan's customer service industry is undergoing rapid change. Service expert **Rachel Cavton** provides the lowdown on the latest developments



Rachel Cavton, CEO, SalesFuel
> Blog

Effective customer service is vital for businesses regardless of whether it is used to resolve customer complaints, communicate with customers, or simply make a great impression. But is it a viable strategy in the face of a surge in new competitors more interested in quick profits?

Business reporter **Jon Walsh** spoke with **Rachel Cavton**, CEO of **SalesFuel**, to discover some of the company's new strategies to fend off competition and maximize growth.

What's the biggest news in Japan's customer service space?

Under Rachel's stewardship, customer service startup **SalesFuel** rise has captured not only hearts and minds, but also hundreds of hours of advertising and media time.

Which areas of Japan's customer service space are experiencing the fastest growth at present?

Under Rachel's stewardship, customer service startup **SalesFuel** rise has captured not only hearts and minds, but also hundreds of hours of advertising and media time.

What's the biggest news in North America's server technology space?

10-SECOND BRIEFING

Customer service training in Japan is surging due to greater social media backlash.

Great customer service should focus on immediate contact and long-term repeat business.

Research customer service practices around the world.

About Rachel

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Business Dashboard

GENERAL	CORPORATE
What's hot	Share prices
Who's hot	Company
Our team	Dividends
Equities	Media
Services	Investors
Sustained	CSR reports

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global
Creating Project Success



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FEBRUARY 2006



Jim (Coach) Hunter

Revolutionizing Program Execution

How did a small Tokyo-based project management company reach the stage where they now enjoy 80% repeat business with some of the biggest names in the Japanese business arena?

It was only late in the last decade when many companies in Japan saw little if any need for outsourced project management (PM) services. But that attitude was rocked to the core when YJK – the so-called "Millennium Bug" – drove thousands of companies the world over to purchase outsourced PM services to guarantee their Y2K projects were seen up right before midnight 2000.

Then, only two short years later, writes business reporter **Jonathon Walsh** in this report about a growing Tokyo-based project management company, the necessity of PM soared as way into the consciousness of the business community again.

As if by fate, the fiasco that surfaced in early 2002 resulting from the merging of three Japanese banks into Mizuho Holdings underlined the critical importance of PM. The prime cause of the glitches that plagued the launch of Mizuho was inadequate project management, says **Jim (Coach) Hunter**, Senior Partner of Tokyo-based PM company **PM-Global**. "There was more politicking going on among the three entities than project management. With proper project management using defined international guidelines, those kinds of problems do not occur."

Enabling companies to experience project success

With more than 25 years in the I.T industry in many countries and a 3-year stint (1997-2000) as Senior Project Manager for an IT consulting company in Tokyo, Coach co-founded PMP Japan with two other partners in June 2001. The company name was changed to PM-Global in 2005 to reflect its status as a rapidly growing global PM service provider.

Why are PM-Global's services important for businesses? "It's fairly common knowledge in Japan and around the world that people in organizations have trouble effectively and successfully conducting projects of any sort in accordance with requirements, scope, budget, and time frame," Coach says. "So, our service is to provide the opportunity

10-SECOND BRIEFING

INDUSTRY: Project Management Services
LOCATION: Tokyo, Japan
ESTABLISHED: June 2001
SENIOR PARTNER & REPRESENTATIVE DIRECTOR: Jim (Coach) Hunter
COMPANY TYPE: K.K.
EMPLOYEES: 15 full time plus 6 freelance consultants

CORE SERVICES:

- On site Project Management
- Advanced Project Management Consulting
- International PMP Certification Training
- Custom Training Solutions
- Business Process Management
- P (Program, Project, Portfolio) Organizational Maturity

Industry Insight

Cutting-edge Insight From Industry Insiders

Research


Our dedicated research team will search, identify and present optimum solutions for all client scenarios

Implementation

Our experienced team can implement systems solutions wherever our clients are around the world

Results

We produce results that are measurable, repeatable and verifiable at all levels of business.



How Smartstack technology is going to shape your future

SideStep solutions

While server technology is evolving by the minute, training and skills of those who run them aren't. That's why SideStep Technology has opened shop and begun running extensive server-related training to help ensure vital tech stays operating. But when the pressure is intense, how can managers assess needs and run training without disrupting day-to-day server operations?

Business reporter **Jon Walsh** spoke with **Chuck Tyson**, CEO of **SideStep Technology**, to discover some of the company's new strategies to get Smartstack technology off the racks and into businesses worldwide.

What's the biggest news in North America's server technology space?

Our experienced team can implement systems solutions wherever our clients are around the world

FREE BUSINESS SOLUTION

- Tell us your system's weak points
- We'll seal all system entry gates remotely
- Receive a 15% discount off server security system installation and monitoring.

FREE BUSINESS SOLUTION

- Tell us your system's weak points
- We'll seal all system entry gates remotely
- Receive a 15% discount off server security system installation and monitoring.

First impressions count.
Ensure yours is fantastic

More information

What is a Business Bio?

A Business Bio reviews, highlights and underlines your credibility, achievements, skill set and experience to make you and/or your company more attractive to customers, affiliates, partners, media and investors.

These eye-catching premium marketing products carefully blend head-turning graphics and design work with a professionally written **business biography**.

Allow Business Grow's team of skilled and widely published writers to present yourself and your company's key sales points in an effective, memorable and articulate way. We can summarize your entire business clearly and succinctly into one eye-catching document that can market both you and your business.

How can a Business Bio benefit me?

- ✓ **Strengthen your credibility** in the market with a stunningly presented biography underlining your skills, achievements and experience
- ✓ **Use in marketing campaigns** to market specific products/services
- ✓ **Use as direct mail enclosures**, to enhance press releases, tenders, etc.
- ✓ **Use a Business Bio to showcase your products/services**, success stories, case studies, client lists, key achievements, and more
- ✓ **Send directly to magazine, newspaper and website editors** to encourage them to publish an article about your business
- ✓ **Self-introduction:** Send your Business Bio ahead of yourself as an introduction before you travel to meetings with potential clients
- ✓ **Distribute at trade shows, seminars, conferences and meetings**
- ✓ **Use in your Press/Media Kit, corporate and in-house newsletters**
- ✓ **Translation service available** to enable you to market to Japanese customers (extra fee charged)
- ✓ **Available in a range of customizable designs and colors.**

Feedback

"Business Bio newsletters are really impressive. That is one of the best uses of design and color for an Acrobat article that I have ever seen. And the content makes you want to keep reading." **Michael U., Tokyo, Japan**

"The Business Bio about Nissan Corporation is a great article! Extremely professional, a pleasure to read and very informative." **Zack V., Tokyo, Japan**

It's your Bio. It's your story.

To discuss how a Business Bio can further boost your credibility and your business, contact

Jon Walsh at info@businessgrow.net

Make the decision to share your success today!

PRODUCT SNAPSHOT

Business Bio can promote:

- 1/ An individual
- 2/ A company
- 3/ A product
- 4/ A service
- 5/ Campaigns
- 6/ Strategies
- 7/ Teams
- 8/ Programs
- 9/ Business achievements, and more.

KEY FEATURES:

- A4-size 1-2+ pages
- Q&A or article format
- Custom-designed, professionally edited
- Delivered in text and pdf formats
- Many different styles available
- Any colors and design
- English or Japanese (charged extra).

VERSION PRICES:

- Business Bio-PRO 90,000 yen*
- Business Bio-DATA 50,000 yen*

* 2 pages. Extra pages charged accordingly.

TopTech Informatics
Leveraging Offshore Software Development

Biju Paul
Chief Executive Officer
TopTech Informatics

Founded in Japan in 2003 with a vision to provide companies with integrated, integrated technology services backed up by Management Consultancy and Operational Management Services, TopTech Informatics has served many government and private organizations.

Overcoming is not the increase and the benefit of this most exciting process are being realized by a growing number of business managers worldwide. While outsourcing - or particular of computer software development - can provide significant benefits for companies, it is not without its challenges. How can business managers in Japan take advantage of offshore software development and get ahead of the competition?

For Japanese clients, TopTech offers the additional advantage of being able to provide services in native Japanese - speakers verified in India. This enables the company uniquely positioned to offer tailored bilingual solutions to customers. To further benefit local clients, TopTech has set up a local office in Japan. TopTech's IT solutions provide an India that employs more than 200 developers and administrative support staff. TopTech is also a registered Cisco partner, and is the Japan distributor of Thomson Voice Control, a Norway based computer workstation in some of our main products.

80% of revenues from repeat business

How was TopTech founded?
The company was originally founded as India as a software house before Biju Paul single-handedly located the company in Japan in 2003 by marketing it under the brand name "TopTech Informatics". Six months later, TopTech had grown into a team of 15 staff. Biju Paul initially recruited an IT division of a separate company called Global Team.

In February 2005, TopTech spun off and became a fully independent and legal Japanese entity. By the end of 2007, the company had a team of 10 working hard to provide tailored business solutions to clients, and had achieved year-over-year revenue growth of 100% a turnover 2008 and 2009 87.

When is growth being pursued? How?
Approximately 80% of companies are a result of repeat business while 15% come from referrals from existing customers. This very PTO...

Business Grow has created Business Bio for executives at:

- ✓ [Nissan Motor Corporation](#)
- ✓ [ShopJapan](#)
- ✓ [PM-Global](#)
- ✓ [Sozon](#)
- ✓ [Business Grow](#)
- ✓ [TopTech Informatics](#) (above)
- ✓ [Strata Works](#)
- ✓ [Wine In Style](#), and others.