

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

Here's how to make sure the first one counts

Business Bio



Angela Mason

Market Reform Specialist

City Legal Experts

THE RIGHT PEOPLE

THE RIGHT RESULTS

Leading the way in London law

Research

Our dedicated research team will search, identify and present optimum solutions for all client scenarios. > [More](#)

Expertise

As a full-service commercial law firm, City Legal Experts provides the services of both in-house and on-site lawyers with diverse and broad-ranging legal experience, across a range of industry sectors. We utilise our strengths and our people to produce results that are measurable and verifiable at all levels of business. > [More](#)

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Our experienced team can implement legal solutions wherever our clients are around the world. > [More](#)

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Leading the way in London law, City Legal Experts provides relevant, accurate, and timely advice.

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Business Bio

It's who you are and what you do



Tactical Strategies New York

Why investing in superior talent can create superior results

Industry Insight
Cutting-edge Insight From Industry Insiders

Good recruiters matter

Recruiting good staff is a challenge for many managers, however, making the effort to attract the best employees often provides a payoff far greater than the initial investment. How can New York-based managers find the best staff in an employee-friendly job market?

Business reporter Jon Walsh spoke with Michelle Cantor, Chief HR Officer of Tactical Strategies New York to discover 10 smart hiring tactics that can make all the difference.

What are the biggest challenges facing New York-based recruiters?

What type of staff are most in demand in the New York area today?

What are the latest industry trends that employees need to be watching?

We go the extra mile so you won't have to.



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...

SPECIAL OFFER

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Business Bio – Bold, impacting, designed to impress

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



Entrepreneur Association of Tokyo
Tel: (03) 5336-9236
E-mail: info@ea-tokyo.com
URL: www.ea-tokyo.com

DECEMBER 2005



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

Shared Learning for Faster Business Growth Expert Insight

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: 183,607

> [Download](#)

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global

Creating Project Success



Entrepreneur Association of Tokyo
Tel: (03) 5336-9236
E-mail: info@ea-tokyo.com
URL: www.ea-tokyo.com

FEBRUARY 2006



Jim (Coach) Hunter

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: 16 full time plus 6 freelance consultants

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 Y2K – 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 tight 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 seared its 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 Mizaho Holdings underlined the critical importance of PM. The prime cause of the glitches that plagued the launch of Mizaho was inadequate project management, says **Jim (Coach) Hunter**, Senior



PM-Global management team.

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 IT 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.”

PTO...

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INDUSTRY INSIGHT

Cutting-edge Insight from Industry Insiders

SUSTAINABLE BUSINESS | JAPAN

Powering the future of sustainable businesses

Japan's sustainability consulting sector is small but facing pressure to expand. Two consultants helping drive that growth share why 2019 was a turning point, where the growth areas are, and how the industry is helping fight climate change

GLOBAL PERSPECTIVES..



10-SECOND BRIEFING

- Most organizations are reactive when taking action on sustainability
- 2019 was a turning point where many companies and society recognized the urgency of the climate crisis
- Companies are increasingly starting to move from CSR to ESG models
- Companies have at least as much, if not more, resources and responsibility to drive action on climate change as governments do
- The market area with the most potential is personnel development and creating sustainability leadership cultures in companies.

Website

Effective sustainability consulting is all about showing companies how to activate strategies to make them more sustainable. But how can training succeed when staff and management aren't on board with the vision for change?

Business reporter **Jon Walsh** spoke with **Yoye Kinoshita** and **Gavin Dixon**, co-founders of **Global Perspectives (GP)**, to find answers and discover innovative strategies the company is using to drive growth and create meaningful change.

What does Global Perspectives do?

We partner with organizations to help them clarify and then activate their sustainability strategies through the development of sustainability leadership awareness and competency. We run thought-leadership events, workshops, and a number of longer in-depth programs that provide development opportunities for leaders at all levels.

How would you describe Tokyo/Japan's sustainability consulting space?

The area really is in its infancy if we

consider the broad scope that sustainability entails. At the moment, there seem to be many sustainability consultancies focusing on measurement and meeting internal and external compliance standards, which are primarily based on **ESG assessments** required by the investment community. We feel that currently most organizations are reactive when it comes to taking action on sustainability, seeing it as an obligation rather than an opportunity for innovation, growth, and positive impact.

Predictions for the sustainability consulting and organizational development sector in Tokyo/Japan for 2020 and beyond?

2019 seems to have been a turning point where many companies and society at large finally began to understand the urgency of the situation we are in, particularly in regard to the climate crisis. As more and more companies realize the inherent importance of sustainability to the future of all their stakeholders – employees, clients/customers, suppliers, partners, and the communities they touch – then we can see huge scope for consultancies to develop.

February 2020

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Industry Insight

Cutting-edge Insight From Industry Insiders



How Smartstack technology is going to shape your future

Research

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

Implementation

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Results

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

FREE BUSINESS SOLUTION

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

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?

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First impressions count. Ensure yours is fantastic

Double Double the Impact

Impress attendees at office meetings with a design-coordinated pairing of your company's **Business Dashboard** (below left) and **Business Bios** (below right) for yourself and your team. These products are a great match and will showcase your professionalism and attention to detail, two key characteristics of successful business and deal-making.

City Legal Experts

Business Dashboard



THE RIGHT PEOPLE
THE RIGHT RESULTS

What we do

City Legal Experts have been working with clients since 1995 to help ensure best practices and best results.

We fuse the creativity, knowledge, experience and information resources of the company to help clients solve challenges large and small, from navigating market entry and multijurisdictional regulation, to merger control and antitrust litigation.

Our lawyers know the law and operate across borders with confidence backed by a team of experienced researchers who have key information and data at their fingertips to help our clients go further.

Going the extra mile

It's our standard practice to go the extra mile for our clients. We go even further to help our clients succeed in the areas of banking and finance, capital markets, employment, dispute resolution, financial regulation, and competition and antitrust.

Contact City Legal Experts to make your next step the right one.

Designed by Jon Walsh, Business Grow
Professional *business promotion* services
e: info@businessgrow.net

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Our dedicated research team will search, identify and present optimum solutions for all client scenarios. [> More](#)

Expertise

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Bio

Angela Mason has been involved in most of the significant electricity market reforms undertaken in London and the British electricity market over the last 10 years.

Angela is a trusted adviser to government, government-owned entities and regulators, and has a wealth of experience in participating as a member of multi-disciplinary teams on significant projects. She also acts for industry participants such as Hydro London, Integral Energy and Origin London which gives her a unique insight into how participants operate within the current regulatory framework.

Qualifications

Bachelor of Laws (Hons), University of London (1997)
Bachelor of Arts (Hons), University of London (2000)

Admitted to practice

 | London (1998)


Affiliations

 | London Law Society

Areas of Expertise:

- Government regulation
- Utility market reform
- Corporate M&A

University of London (1990)
University of London (1993)



Tyler

Mitchell

Munro

THE RIGHT PEOPLE
THE RIGHT RESULTS

Regulatory specialist

Involved in most of the significant reforms undertaken in London and the UK over the last 10 years.

Regulatory specialist


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More information

What is a Business Bio?

You've got your laptop, your presentation notes and your business cards.

But when the big moment comes, will you be able to present yourself and the key sales points of your business to a potential customer in an effective, credible and articulate way? Now you can with a Business Bio, a premium executive and business promotion tool that makes it easy to promote anything: a person/yourself, your company, products and services, a campaign, strategy, training programs, business achievements, and more to your customers, partners, media and investors.

These eye-catching must-have tools can summarize, highlight and underline your credibility, achievements, skill set and experience to make you and/or your company more attractive to customers, affiliates, partners, media and investors. Business Bio do this by presenting head-turning graphics and design work with a professionally written business biography that showcases your business in the best possible light.

Order a Business Bio and you will receive a document that is sure to turn heads and present yourself and your company in an effective, memorable, and articulate way.

How can a Business Bio benefit me?

- ✓ **Introduce yourself** – Send your Business Bio ahead of yourself as an introduction before you travel to meetings with potential clients. Ideal for webinars
- ✓ **Distribute at trade shows, seminars, conferences and meetings**
- ✓ **Use in your press/media kit, corporate and in-house newsletters**
- ✓ **Use in advertising campaigns** to market specific products and 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
- ✓ **Get published** – Send directly to magazine, newspaper and website editors to encourage them to publish an article about your business
- ✓ **Strengthen your credibility** in the market with a stunningly presented biography underlining your skills, achievements and experience
- ✓ **Promote to new markets** – Our translation service can enable you to market to Japanese customers (extra fee charged.)

Feedback

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

"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**

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: info@businessgrow.net

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.

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- Q&A or article format
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- Many different styles available
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- **Business Bio-BASIC** 45,000 yen+
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+ 1 page. Extra pages charged accordingly.

* 2 pages. Extra pages charged accordingly



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- ✓ TopTech Informatics (above)
- ✓ [Strata Works](#)
- ✓ [Wine In Style](#), and others.