

# 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

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**THE RIGHT RESULTS**

Leading the way in London law

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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?

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

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

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

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## 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-PRO – Article format  
2 pages ¥90,000



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Tel: (03) 5336-9236  
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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

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# 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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Business Bio-DATA – Q&A format  
2 pages ¥60,000

# 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 events 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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# David Taylor

Business Bio



**10-second briefing**

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in sustainable marketing in Japan.

- TCI are branding and communication specialists who can create change and guide companies to meet environmental and sustainability objectives
- Using the power of film, branding and design, TCI champion purpose-driven organizations and creates conscious brands that leave a sustainable footprint on the planet.

**Learn more**

Website: [What we do](#)

Successful marketing agencies typically excel at selling us things we never knew we needed until we were convinced we actually did by marketers we'll never meet. But there's a different type of agency in Japan that is more interested in selling us the concept of a better planet than a better product.

"We believe that brands and business can change the world," says David Taylor, a native of London, and founder of Tokyo-based award-winning ethical creative agency Taylor Consulting Inc. "The world is heading towards an environmental tipping point, and it's up to brands and businesses to change it."

**Focus**

David focuses his work in the areas of advertising, brand creation and management, and global communications strategies.

David and his team assist clients to identify marketing requirements and target markets, then build strategies that will support clients' objectives, strategies, and budgets.

**How does TCI shift the needle?**

"We combine creativity and imagination to produce content aimed at highly moving people," David explains. We create media with powerful narratives and an innovative blend of branding techniques focused on driving "positive change."

**Key business achievements**

- David Taylor voted Asia Business Executive of the Year 2019
- Taylor Consulting's MARKETConsole product voted Best Marketing Turnkey Product 2019
- Best Eco Marketing Business by Global Consulting Asia
- Taylor Consulting's MARKETConsole product sells 1.5 million units by December 2019
- TCI team voted Best Consulting Team 2019 by Consulting Asia

**Environmental Research**

- Research Radar
- Customized Research Software
- Live Online Monitoring
- Global Research Tracking

**Environmental Marketing**

- Direct Eco Consulting
- Data Mining
- Planning and Production of Direct Marketing Tools
- Internet-related Business
- On-site Service Appraisal

**Contact David**

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 Email: info@ea-tokyo.com  
 In: [linkedin.com/in/daviddtaylor](#)

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# Ascor Japan

Internet Impact

The new standard in Internet marketing



**Service Summary**

**AREAS OF SPECIALIZATION**

- Web-based marketing campaigns
- Global advertising strategies
- Vendor management

**SEO CONSULTING**

- Detailed keyword research
- SEO website analysis
- Site Maps
- Directory submissions
- Meta-tags and image tags

**INTERNET MARKETING**

- Search engine optimization
- Pay-per-click advertising
- E-mail marketing
- Affiliate management

**Dashboard**

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**Contact us**

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 Tel/Fax: 03-1234-5678  
 Sales: 03-1234-5678  
 Offices: Tokyo, Osaka, Nagoya

**What are Ascor Japan's key points of difference?**

- Ascor's management is laser focused on maximizing the results of keyword placement technology in clients' websites.
- We ensure that our consultants capture complete data and project requirements of every client, and complete detailed Keyword Profiles that are checked regularly by each client.
- All data is input into Ascor Japan's database, which allows the company to deploy targeted SEO test campaigns to determine the most cost-efficient SEO options.

**What specific benefits can Ascor provide to the foreign community?**

Ascor Japan offers an effective mix of English language consulting coupled with comprehensive Japan market experience, as well as:

- Expertise with foreign multinationals
- Customer Relationship Management
- Bespoke software solutions.

**Key business achievements**

- 2019 earnings topped ¥1 billion
- Michelle Smith voted Asia Business Executive of the Year
- SEOsearch pack voted Best SEO Consulting Turnkey Product of 2019
- Secured 100+ Fortune 500 client in 2018

**Client list**

- TechKnow Inc.
- XenonAsia
- DigiTech Inc.
- SocTech Industries
- Tokyo Electronics Inc.

Bio designed by Business Grow  
 e: [info@businessgrow.net](mailto:info@businessgrow.net)

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Shared Learning for Faster Business Growth

# Expert Insight

STRATA WORKS

Entrepreneur Association of Tokyo

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 E-mail: [info@ea-tokyo.com](mailto:info@ea-tokyo.com)  
 URL: [www.ea-tokyo.com](http://www.ea-tokyo.com)

JUNE 2005

**Strata-gizing Your Biz with Outsourcing**

**How does BPO work?**

Once hired, Strata Works goes to work mapping out each client's business processes, analyzing each layer and gap to see which things are working and which aren't, and ultimately providing a solution. Then they get out. "It's kind of like interim management. We don't really want the client to become too comfortable with us."

**Case Studies**

Butler says one of the biggest challenges facing business in Japan is the efficient allocation of human resources. The case of a large private club in Tokyo that was overstaffed is instructive. Strata Works was brought in to carry out an HR audit of the whole company. Many of the company's functions and employees—gardeners, lifeguards, waiters, cooks and cleaners—were not outsourced, and there was a lack of overall planning from an HR perspective, he says. From the audit, Strata Works found that finance and accounting was the culprit, and sent one of their CPAs to spend a couple of months on site to "fix things up." The company became a more streamlined operation as a result.

Often, Strata Works automates work for large, high-profile clients with narrowly specific requests. Soon after Strata Works was established, Nike hired the company to audit their shoe and garment factories in Japan with the aim of ensuring their suppliers met internationally recognized labor standards. "It was a one-off. They could have used a big accounting firm, like Ernst & Young, but they liked problem very quickly."

Most companies, even start-ups, are better off focusing on their core competencies and not on getting too bogged down in day-to-day business operations, he says. As one of Strata Works' top financial experts, Butler should know. He and his bilingual team of CPAs, attorneys, and human resources specialists have assisted multinational firms such as Hill-Rom, a medical equipment manufacturer, manage their monthly accounting reporting as well as eased the back office burden for many smaller companies such as Wall Street Institute, an English language school that recently entered Japan's competitive, content language universe.

In nearly every case, Butler says, his company's clients need some kind of workable solution to a problem, whether it's inadequate financial reporting, a legal compliance concern, or an overstuffed issue that has become unmanageable. "There are problems that nearly all companies face, Butler insists. "Even in our company, it's very hard to see where the problems lie. An outsider's perspective can often get to the root of the problem very quickly."

**Paul Butler**

"It's kind of like interim management. We don't really want the client to become too comfortable with us."

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wine.com

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AUGUST 2005

**Taking on the Big Boys in Japan**

When to Charge Ahead, When to Run for Cover?

*Being a little guy competing in a market as big as Japan's is a daunting task in the best of times. But it is impossible to challenge a long established competitor and (more market share) WineStyle's CEO Robert Eberhart has withdrawn a competitive brand and explains it is not as difficult as it seems...*

WineStyle can count Costco and Wal-Mart/Saigyu among their many customers and remarkably, their efforts now allow Japanese consumers to purchase excellent Californian wines for less than they can buy them in the U.S.

**Competitors not trained to offer a product of value**

When the WineStyle team decided to take on their Japanese competition, they discovered two key factors in their favor:

- Large traditional companies are usually tied up by their own methods. "They cannot offer discount prices on wine portfolios because they cannot compete with other parts of their other customers' businesses. They also cannot compete with their own retail chain so they are really tied up by the pricing strategy and the way they operate."
- They have not been trained to offer a product of value to the customer. "What they offer is a company of value—a relationship. We go in and we sell the wine—the product. We never think about selling WineStyle. We focus on the product and what it is going to do for the customer."

What were the most important criteria that existed in their business when they started competing?

- desirable product
- sufficient margin

"It always comes down to the right products. Alternatively, if you have a great product people desire but you can't make money out of it, then the competitor can outlast you. If you have these criteria and understand you are going to be attacked, great, go for it—you will win!"

**Accurately assess your product and ability to sell it**

"If you are convinced you have a product of value with sufficient margin, stop listening to everybody else because when you go and take on a large competitor in this market, everybody from your investors to your employers will tell you 'Don't do that, it's stupid.' It's important to have a good 'I can't' attitude and a realistic assessment of your product. Then make a decision and go with it."

**Research & strategy important**

"We research the market and find out what Costco customers want to buy. We get one wine in there, it sells fast and Costco orders more and asks us to suggest others! We are always paying attention to the customer at the end of the chain. We studied our competitors' products and estimated their pricing structure. Next we looked at the product offerings versus the market. We knew the market and asked ourselves 'Do we have sufficient product and margins go with it?'"

**PTO...**

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# 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.

Business Dashboard

## City Legal Experts

**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.

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

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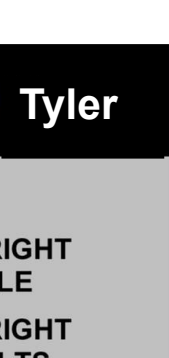


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# More information

## 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](mailto: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.

### Key features:

- A4-size
- 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-BASIC** 45,000 yen+
- **Business Bio-DATA** 60,000 yen\*
- **Business Bio-PRO** 90,000 yen\*

+ 1 page. Extra pages charged accordingly.

\* 2 pages. Extra pages charged accordingly



### 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.