What you must know to do business with Japan
Lost in translation in business

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Could you please introduce yourself?

✓ Name and your major
✓ Your first impression about Japan
✓ What you wish to take from the workshop today?, i.e. Column W of KWL Chart

Do you know this Japan?

• コミックマーケット81 (2011) 一日目の西待機列の様子
https://www.youtube.com/watch?v=vczsOD_iCIY

Japan for you

Q1. I wish to work in Japan in the future.
Not at all  Maybe  Absolutely
Q2. I can explain the reason of this video
Not at all  Maybe  Extremely well!
Q3. I know the importance of culture for business
Not at all  Fairly well  Deeply understood

Roadmap

• Why culture in business? = Lost in translation
• Cultural awareness with Japan
  — Consequences of Japanese culture in business
• Doing business with Japan – Lost in translation
  — Cases exercises
• You will have been -----
Why culture in business?

YES or NO?

• Is it important for a professor to have at hand precise answers to most of the questions that his/her students may raise about their study?

Perception gap

"That’s the way we do things here." (Peter Drucker)

Lost in translation!

We are all different!

The Essence of Japanese culture
Factors that created the Japanese values

Relationship governs business

Nemawashi – From consensus to decision

Questions, findings, comments?

Let’s experience!

Angry customer

- Discuss each tasks in a group (15 min.)
- Present results of the group discussion to all (3 min. per group)
Reflection

• What are your findings and learning today?
  – To fill the Column L of the KWL Chart

Action Plan

• What I will do when I work with Japanese people/companies?
  – 5W1H
  – Goal: I will have been ---

Harvesting

Wrapping up

Cultural Gift

Podcasting

“How does business work in Japan?”
http://www.disruptingjapan.com
Oracle, PayPal, etc.
Not theory, but first hand experience.

Two clues
Enjoy Japan!

I am present
When you need me.