



# TRAINING PROGRAM 2020



Noriko Awazu



# Training Calendar in 2020

## 1 day Training

Date	Topic	Company	Language	
Mar-11 (Wed)	Step up to Leadership <b>NEW</b>	Dale Carnegie	JP	3
TBC(postponed)	Negotiation skills <b>NEW</b>	Mpowered Sales	JP	4
May-29 (Fri)**	Retail sales efficiency <b>NEW</b>	Meridian Promotion	JP	5
Jun-03 (Wed)	Working and communicating effectively with Japanese <b>NEW</b>	Japan Consulting Office	EN	6
Jun-24 (Wed)	Present with high impact	Dale Carnegie	EN	7
Jun-30 (Tue)	Working efficiently with foreigners	Kishikawa Consulting	JP	8
Jul-8 (Wed)	English for business - Improve your oral communication skills	Nichibei Kaiwa Gakuin	JP	9
Sep-16 (Wed)	Fundamentals of finance	Iguchi Accounting Tax Office	JP	10
Sep-30(Wed)	Digital marketing <b>NEW</b>	Bineex Japan	JP	11
Sep (TBC)	Women leadership workshop	The Dream Collective	JP	12
Oct- 21 (Wed)	Handling sales objections and getting new customers <b>NEW</b>	Core Value Selling	JP	13
Oct-28 (Wed)	How to take good corporate photographs <b>NEW</b>	LIFE.14	JP	14
Nov-17 (Tue)	Intercultural communication: Understand and manage cultural specificity	Noriko AWAZU	FR	15
Nov-18 (Wed)	Intercultural communication: Understand and manage cultural specificity	Noriko AWAZU	JP	16

\*\* The date has changed.

## Global Manager Program 2020

Since 2013, the CCI France Japon, in collaboration with European business schools, provides an executive training program for high potential talents who are eager to develop their management skills. The 2020 program is conducted by ESSEC Business School and covers the essentials of management, with a focus on Digital and Innovation.

### Program for 2020

Module 1 : Design Thinking	3-4 September
Module 2 : Innovative Business Models	15-16 October
Module 3 : Financial Analysis for Value Creation	19-20 November
Module 4 : Marketing Strategy	30 November - 1 December
Module 5 : Leadership, Mentoring and Employee Development (with MBTI)	17-18 December

Schedule : 9:30am to 5:30pm      Place : CCI France Japon (Nihonbashi)      Language : English  
 Fees (excl. tax): Members ¥ 800,000/person - Non-members ¥ 1,200,000/person  
 Training materials and lunch included

# Step up to Leadership



**Date: March 11 (Wed) 2020**  
**Language: Japanese**



## Target participants

Any supervisor or manager who wants to increase productivity, lift morale, and improve quality. This program helps new supervisors and managers get off on the right foot. It also helps experienced managers make the difficult but necessary transition from managing to leading.

## Training company

Dale Carnegie Training Japan



March 11, 2020 (Wed)



9:00-17:00



CCI France Japon (Tokyo)



Japanese



55,000 JPY (tax excluded)

## Objectives

- Create a team where each member with different background (age, gender, nationality, competence, etc.) plays his/her role and achieves the whole team goals
- Discover your own leadership style and understand that this has a huge impact on the effectiveness of subordinates
- Appreciate the real potential of all of the team members
- Build solid relationships of mutual trust and respect
- Develop and maintain processes and procedures that define performance
- Learn to delegate efficiently
- Define strong team purpose, values, and expectations

## Methodology

Interactive training in a supportive environment

## Program details

This one day course overcomes management challenges by covering the 4 key elements of Leadership success:

- How to lead not just manage
- How to have outstanding leadership communication
- How to be an effective coach of your direct reports
- How to manage people's performance by leveraging personality styles

## Strong points

- Learn how you can become a leader using proven Dale Carnegie human relationship principles
- Learn in a fully supportive environment
- Unlock your full potential

## Profile of the facilitator

### Kenji INAGAKI

A graduate of Hiroshima University, Kenji mainly worked on IT and human resource development notably at Hitachi Information Systems, Unilever Japan, and HSBC. Independent in 2010, as a Dale Carnegie Trainer, he delivers new manager training, diversity training, communication skills training, leadership training, motivation development training, and next-generation leader development training, among others.

Kenji is an Associate Professor at Rikkyo University and also a Lecturer at Waseda University, Nagoya University and Nagoya Institute of Technology.

# Negotiation skills

## - The 6 step framework for successful negotiations -

**Date: TBC (postponed)**  
**Language: Japanese**



### Objectives

- Learn a framework for preparing your future negotiations that will ensure the long term success of your deals
- Acquire the skills to build favorable relationships with the counterparts, while making deals that are advantageous to your company

### Methodology

Use of business cases and role playing

### Program details

Program focus on learning how to prepare negotiations using 6 steps:

- Define the reasons for the deal
- Set the goals
- Understand your counterparts
- Condition Arbitrage
- Build your strategy
- Practice the negotiation with your co-workers and the interpreter

### Strong points

- Learn the framework to prepare your negotiations, and ensure repeatable success
- Understand how to plan your negotiations to keep control
- Learn how to guide your negotiations so that your counterpart can walk away satisfied while you get what you need too

### Profile of the facilitator

#### Carlo La Porta

Managing Director

Carlo's professional career is focused on selling and delivering solutions in Japan. Having lived and worked in Japan for 30 years within multi-national, multi-lingual and multi-cultural organizations, with experience in America and Europe, Carlo is very familiar with both local and western business practices in the fields of negotiation and sales. He believes it is necessary to empower teams in order to allow them to perform at their best and established "Mpowered Sales Co., Ltd." to support CEOs in their quest to maximize the motivation and performance of their teams. As a consultant, Carlo has over the last 25 years frequently been at the center of complex negotiations between multiple parties, mediating to ensure optimal solutions are reached. Whether it is B2B trade negotiations or terms and conditions on how to implement a new solution into the Japanese entity part of a global corporation, the framework he uses will help you unlock the key to successful deal.

### Target participants

Those who aim to make complex negotiations successful

### Training company

Mpowered Sales K.K.



TBC (postponed)



9:30-17:30



CCI France Japon (Tokyo)



Japanese  
\*with English to help non native speakers if necessary



55,000 JPY (tax excluded)

# Retail sales efficiency



**Date: May 29 (Fri) 2020 \*\***  
**Language: Japanese**

\*\* The date has changed.



## Objectives

- Become an engaging salesperson by learning how professional announcers speak and structure their selling speech
- Make presentations tailored to customer needs
- Get more customers

## Methodology

- Lectures and workshop
- Video shooting and feedback (depending on number of participants)

## Program details

- Discover weaknesses in your communication
- Techniques and construction methods to convey keywords clearly
- How to select and communicate words according to customer inclinations
- How to communicate according to customer needs

## Target participants

Professionals aiming to develop their skills in retail sales presentation

## Training company

Meridian Promotion

## Strong points

- Learn techniques from professional announcers
- Practical exercises
- Presentations tailored to customer reactions

## Profile of the facilitator

### Mariko USHIKUBO

President of Meridian Promotion. Former NHK anchorwoman, appeared in news and information programs such as "Ohayo Nippon" and "Shutoken Network". Later, she appeared on commercial TV and is currently a radio personality. She gives lectures on the theme of "communication" to large companies.



May 29, 2020 (Fri)

\*\* The date has changed.



10:00-17:00



CCI France Japon (Tokyo)



Japanese



55,000 JPY (tax excluded)

# Working and communicating effectively with Japanese



**Date: June 3 (Wed) 2020**  
**Language: English**



## Target participants

Non-Japanese employees working with Japanese colleagues, customers or partners

## Facilitator

Japan Consulting Office



June 3, 2020 (Wed)



9:30-17:30



CCI France Japon (Tokyo)



English



80,000 JPY (tax excluded)

## Objectives

- Become more familiar with the Japanese business culture
- Become more effective in your communication and work interactions with Japanese colleagues and customers

## Methodology

Through a mix of discussions, interactive lectures, case studies and role-plays, the participants will learn everything they need to be more effective when working with Japanese colleagues or customers.

## Program details

- Facts about Japan: Understand the facts which have deeply influenced Japanese culture and business world.
- Key concepts of Japanese culture: Review concepts which are fundamental to understanding Japanese business culture.
- Japanese business culture: Learn Japanese business specificities and become more efficient in your daily work.
- Changes in corporate Japan today.
- Communication exercises and best-practices.
- Japanese protocol and business etiquette.

## Strong points

- We are "business people training business people", which means your trainer knows the subject from personal experience, as a business person, not just as a trainer;
- We use our experience and realistic cases drawn from the real business world: you can trust us to connect the training to the reality of everyday work;
- We are specialized in Japanese business culture: you will get the depth that comes with specialization.

## Profile of the facilitator

**Olivier van Beneden** is a cross-cultural and communication training specialist, who spent most of his career helping Japanese and non-Japanese colleagues work more efficiently together. Olivier has lived and worked in Japan (Pricewaterhouse Coopers) for many years and speaks fluent Japanese. In 2002, he returned back to Europe where he worked for the Japanese company Bridgestone before starting Japan Consulting Office (JCO). JCO focuses exclusively on helping Japanese and non-Japanese work more efficiently together and has several offices in Europe, Japan and USA. JCO's work has been recognized by many clients, and its practical and interactive training approach has earned them supplier awards, including the "highest appreciated training institute" from a Japanese company.

# Present with high impact



**Date: June 24 (Wed) 2020**  
**Language: English**



## Objectives

- Become respected as persuasive and professional
- Organize your thoughts and materials logically and effectively
- Develop a strong personal connection with your audience

## Methodology

- Participants will receive “In the Moment Coaching” during the session
- Workshop in a small group with trainer's support

## Program details

- Module 1 – Increasing Credibility
- Module 2 – Communicating with Greater Impact
- Module 3 – Motivating Others

## Strong points

- Learn in a fully supportive environment
- Unlock your full potential

## Profile of the facilitator

### Gary Smith

Mr Gary Smith is a Stanford University Graduate, Gary first came to Japan in 1987. He worked for 15 years in the Japanese TOEIC® testing business in the areas of test administration, customer support and new service development. In 2009 Gary became a certified Dale Carnegie trainer and has delivered the Dale Carnegie Course, the High Impact Presentation Course and the Leadership Training for Managers Course. Gary has also provided in-house management coaching and customized training. Industries that he has supported include finance, insurance, facilities design, hospitality, recruitment, etc...

## Target participants

Professionals who want to improve their presentation skills to make a strong impact in front of a group

## Training company

Dale Carnegie Training Japan



June 24, 2020 (Wed)



9:30-17:30



CCI France Japon (Tokyo)



English



55,000 JPY (tax excluded)

# Working efficiently with foreigners

**Date: June 30 (Tue) 2020**

**Language: Japanese**



## Objectives

- Understand how different cultures influence a business person's behavior
- Learn how Japanese business people are perceived by non-Japanese
- Acquire knowhow to handle culture gaps with non-Japanese

## Methodology

- Cross-cultural management lecture
- "Culture mapping" exercise
- Case studies, Role play
- Team discussion

## Program details

1. Comparing business cultures
  - Asians VS Westerners
  - Japan, China and Korea
  - World culture map in business
2. Case studies
  - Japan "issue" in world business
  - Handling cultural misunderstanding
  - Managing non-Japanese staff
3. Role play
  - Negotiate with non-Japanese
  - Make a speech in front of new staffs
  - "Apologize" to your client
4. Develop your own strategy

## Strong points

- Benefit from a solid practical knowledge on western, Japanese and worldwide culture and values
- Deal with very concrete business cases
- Participate in lively exchanges and exercises

## Profile of the facilitator

### Yasushi KISHIKAWA

This seminar will be led and animated by Mr. Yasushi KISHIKAWA, former Senior Vice President of INDEX MULTIMEDIA and Administrative director of Grenoble Foot 38. Mr. Kishikawa has a long working experience with staffs and business partners from different cultural backgrounds.

Since 2014, he works as a consultant supporting Japanese businesses in France. He regularly gives cross-cultural management training for French business people working in large organizations like AREVA, VINCI, CEA, CNES, Continental. He has a PhD in political sociology.

## Target participants

Japanese executives and staff working with non-Japanese people

## Training company

KISHIKAWA CONSULTING



June 30, 2020 (Tue)



9:30-17:30



CCI France Japan (Tokyo)



Japanese



80,000 JPY (tax excluded)

# English for Business: Improve your oral communication skills

**Date: July 8 (Wed) 2020**  
**Language: Japanese**



## Objectives

- Learn how to carry out a conversation in English with people of various nationalities meeting for the first time, to establish good relationships.
- Learn how to express opinions logically and concisely by using conversation patterns.
- Learn how to express opinions effectively, how to summarize, and how to discuss.

## Methodology

- Interactive
- Participants actively participate in hands-on exercises and role-playing in various situations

## Program details

Part 1: From self-introduction to five sentence speech

- Self Introduction
- State opinions, preferences and things you need to do
- Propose an idea
- Give examples and compare
- Describe people and places
- Graduate from a 5 sentence speech to an 8 sentence speech

Part 2: Discussion & Presentation

- Understand content focused on the topic
- Vocabulary and expression exercises focusing on given topics
- Ask and answer questions
- Express opinions effectively (by using the 5 sentence speech)
- Rephrase
- Summarize
- Practical application

## Strong points

Learn how to improve communication skills in English in one day  
Teaching materials can be used as a manual back in the office

## Profile of the facilitator

### Eri UCHIDA

She teaches business English and TOEIC (R) at Nichiei Kaiwa Gakuin and many companies/universities. Uchida san is a popular teacher with a meticulous and dedicated instruction style.

## Target participants

Anyone who wants to gain confidence in English conversation. Anyone who wants to know how to converse in English in order to improve communication with colleagues and customers.

Level : Intermediate (TOEIC 600 or less)

## Training company

Nichiei Kaiwa Gakuin



July 8, 2020 (Wed)



9:30-17:30



CCI France Japon (Tokyo)



Japanese



35,000 JPY (tax excluded)

# Fundamentals of finance

**Date: September 16 (Wed) 2020**

**Language: Japanese**



## Objectives

- Understand what “Financial statements” are and why they are necessary for a company.
- Learn the basics of 3 principal documents in finance: “Profit and Loss Statement (P/L)”, “Balance Sheet (B/S)” and “Cash Flow Statement (C/S)”.
- Lead a strong strategy in your department by understanding finance and accounting statements.

## Methodology

- Lecture
- Practical exercises using case studies

## Program details

- What are financial statements?
- How to read “Profit and Loss Statement (P/L)”, “Balance Sheet (B/S)” and “Cash Flow Statement (C/S)”
- How to analyse those documents
- Case Studies

## Strong points

- Lecture by a certified public accountant who has many international/French companies as clients.
- A seminar designed for people from other departments than Accounting/Finance, easy to understand even with no prior knowledge.
- Learn the basics of finance efficiently through a good mixture of lectures and practical exercises.

## Profile of the facilitator

### Kazushige IGUCHI

Kazushige Iguchi is a certified public accountant, a tax consultant and co-founder of IAL. He used to teach accounting at TAC (Accounting school) before joining the French desk at KPMG Japan. Kazushige Iguchi specializes in auditing public companies and their world branches, (accounting / internal control) auditing • reporting, IPO support, IFRS conversion...

Founded Iguchi Accounting / Tax Office in July 2011.

## Target participants

Any professional who wishes to understand the fundamentals of finance and accounting. Anyone who would like to overcome difficulties in understanding financial and accounting documents.

## Training company

Iguchi Accounting Tax Office



September 16, 2020 (Wed)



10:00-17:00



CCI France Japon (Tokyo)



Japanese



55,000 JPY (tax excluded)

# Digital Marketing - Strategie X Social Media Fundamentals -

**Date: September 30 (Wed) 2020**

**Language: Japanese**



## Target participants

Those who want to acquire analytical and planning skills to build a strategy centered on social media

## Training company

Bineex Japan



September 30, 2020 (Wed)



9:30-17:30



CCI France Japon (Tokyo)



Japanese



55,000 JPY (tax excluded)

## Objectives

- Develop a better understanding of different social media use for B to B & B to C
- Organize your Social Media strategy and campaign logically and effectively based on Data-Driven Marketing
- Understand the difference of social media marketing campaigns in Asia & European, US market.
- Plan a path with your offline sales actions & online action

## Methodology

- Data listening & analysis
- Understand trends in Japan and overseas
- Develop marketing approach taking consumer insights into account

## Program details

1. Understanding the SNS Business Management
  - Understanding the different SNS ( Aim & specs)
  - Understanding the key audience & Persona
  - What is a customer journey on social media
2. Keys to successful SNS Marketing
  - Understanding & Define the purpose of your campaign
  - Understanding insights based on data
  - What is successful contents?
3. Data driven marketing
  - Reading and understanding the data , how to successfully use it
  - How to make contents strategy and get ideas by data (personalization, useful ideas, purpose based, globalization)
4. Risk Management on Social Media

## Strong points

Understand data centered communication with consumer insights. Dos and don'ts.

## Profile of the facilitator

### Kayo HATTORI

Kayo is the senior advisor of Bineex Japan, and is specialized in creative SNS content marketing and consumer trends. Based on her worldwide experience in international marketing at Asahi Kasei & L'Oreal, she co-founded Datawords Group, a e-multicultural technology company. She helps several multinational companies expand their activities worldwide with creative & fun marketing strategies/solutions focused on local culture and trends.

# Women Leadership Workshop



**Date: TBC**

**Language: Japanese**



## Objectives

This workshop will help participants understand the strengths of women as a leader, learn how to manage stress and overcome specific difficulties, and become more confident in a leader role.

## Methodology

The session will be in Japanese and includes group discussions, team work and lots of networking opportunities with fellow participants.

## Program details

4 hours session to prepare you with different dimensions of leadership:

- Purposeful leadership
- Personal Branding and networking
- Stress management and resilience
- Leadership confidence
- Panel discussion (panelists: to be announced)

## Target participants

Emerging/future female talents who want to learn or brush-up on the key skills and mindset to be a leader

## Training company

The Dream Collective



TBC



13:00-17:00



CCI France Japon (Tokyo)



Japanese



TBC

## Profile of the facilitator

### TBC

About The Dream Collective: Headquartered in Sydney, The Dream Collective has been empowering future female talents over the world, operating across Australia, Singapore, Tokyo and Shanghai, working with over 250 global corporations and building a community of over 1500 female leaders.

# Handling Sales Objections and Getting New Customers



**Date: October 21 (Wed) 2020**  
**Language: Japanese**



## Objectives

Ensuring your sales employees have the selling skills necessary to overcome common objections and ensuring they have the skills, tools and proactive mindset needed to successfully approach and get new customers.

## Methodology

- Interactive lecture
- Practical workshop

## Program details

- Targeting and lead development
- Development and use of effective value propositions
- Developing an effective elevator pitch
- Needs qualification
- Objection Handling
- Questioning Techniques
- Closing

## Strong points

- Program tools and methodologies base on key success factors identified during 5,000+ field coaching and customer visits and observations
- Practical methodologies, proven in 36 countries, including 25 years in Japan

## Profile of the facilitator

### Zane INGLIS

Having spent over 25 years doing business in Japan, Zane is fluent in Japanese and has a vast knowledge of what it takes to drive sales growth in Japan. During his 14 years in Sales focused training and consulting Zane has worked with over 5500 sales professionals from 25 countries, across 30 different industries. Through his key focus on field coaching, Zane has coached and observed more than 5000 live sales meetings. As a result of this vast field experience, Zane was able to develop the highly successful CORE Value Selling methodology based on the real-world best practices he has observed over the past 25 years.

## Target participants

Sales Focused Business Leaders, Sales Managers, Sales Trainers, Field Sales Professionals

## Training company

CORE Value Selling



October 21, 2020 (Wed)



9:30-17:30



CCI France Japon (Tokyo)



Japanese



55,000 JPY (tax excluded)

# How to take good corporate photographs

## - Transforming valuable moments into a business asset -



**Date: October 28 (Wed) 2020**  
**Language: Japanese**



### Target participants

Communication, Marketing, SNS department Directors, PR, Community Managers

### Training company

LIFE.14

### Please bring

Smartphone or Camera



October 28, 2020 (Wed)



14:00-17:00



CCI France Japon (Tokyo)



Japanese



20,000 JPY (tax excluded)

### Objectives

- Understand the importance of visual media
- Practice how to take impactful photos for your company
- Learn how to transform photos into a business asset

### Methodology

- Presentation/Lecture with case studies
- Actual practice with Camera & Smartphone
- Discussion and Q/A

### Program details

1. Photo as visual media
  - Why photos are important
  - Case studies: Event / Interview / Corporate photography
2. Training session
  - What are the available tools?
  - Shooting exercises, best practices for cameras/smartphone
  - Review & Feedback session
3. Exploring the possible outputs
  - SNS
  - Other media: print, video etc.

### Strong points

- Learn the most efficient way to use available tools
- Experience practical workflow and be able to use them immediately

### Profile of the facilitator

#### Antony Tran

Founder and president of LIFE.14. With a multi-cultural background, Antony is fluent in French, English, Japanese and Vietnamese. As a Visual Global Production company, his team is the official camera crew for various countries' embassies, chambers of commerce and major international organizations.

# Intercultural Communication: Understand and Manage cultural specificity

**Date: November 17 (Tue) 2020**

**Language: French**



## Objectives

- Get a basic knowledge about Japanese society: history, religion, education, economy, politics....
- Better understand behavior and sense of value of Japanese people in a professional environment.
- Acquire the necessary basics to successfully ensure integration and help participants improve their multicultural management and efficiency.

## Methodology

- Based on cultural dimensions (Hofstede theory)

## Program details

- Module I: Basic knowledge of Japanese culture
- Module II: Hofstede theory
- Module III: behavior and communication forms
- Module IV: workshop; participants' own experiences

## Strong points

- Understand the modes of Japanese society and adopt reflexes
- Acquire the keys to understand the behavior of Japanese
- Identify the impact on business relation

## Profile of the facilitator

### Noriko AWAZU

This seminar will be led by Ms. Noriko Awazu, former Deputy Director of HEC Eurasia Institute.

A graduate of IEP Paris, mastering the double French-Japanese culture, she began her career at Professional Yamaha-MBK then joined HEC Paris in 1993. She developed the activity of EURASIA Institute of continuing education as facilitator for projects between French and Japanese companies.

## Target participants

French executives, C-level managers and staff working with Japanese

## Facilitator

Noriko AWAZU



November 17, 2020 (Tue)



9:30-17:30



CCI France Japon (Tokyo)



French



80,000 JPY (tax excluded)

# Intercultural Communication: Understand and Manage cultural specificity

**Date: November 18 (Wed) 2020**

**Language: Japanese**



## Objectives

- Get a basic knowledge about French society: history, religion, education, economy, politics....
- Better understand behavior and sense of value of French people in a professional environment.
- Acquire the necessary basics to successfully ensure integration and help participants improve their multicultural management and efficiency.

## Methodology

- Based on cultural dimensions (Hofstede theory)

## Target participants

Japanese executives, C-level managers and staff working with French

## Program details

- Module I: Basic knowledge of French culture
- Module II: Hofstede theory
- Module III: behavior and communication forms
- Module IV: workshop; participants' own experiences

## Facilitator

Noriko AWAZU

## Strong points

- Understand the modes of French society and adopt reflexes
- Acquire the keys to understand the behavior of French
- Identify the impact on business relation

## Profile of the facilitator

### Noriko AWAZU

This seminar will be led by Ms. Noriko Awazu, former Deputy Director of HEC Eurasia Institute.

A graduate of IEP Paris, mastering the double French-Japanese culture, she began her career at Professional Yamaha-MBK then joined HEC Paris in 1993. She developed the activity of EURASIA Institute of continuing education as facilitator for projects between French and Japanese companies.



November 18, 2020 (Wed)



9:30-17:30



CCI France Japon (Tokyo)



Japanese



80,000 JPY (tax excluded)

# GLOBAL MANAGER PROGRAM 2020



Since 2013, the CCI France Japon, in collaboration with European business schools, provides an executive training program for high potential talents who are eager to develop their management skills. The 2020 program is conducted by ESSEC Business School and covers the essentials of management, with a focus on Digital and Innovation.

## What means being a manager in today's global environment?

Managing is more than ever switching from a formal supervision role to a more decisive role as a business partner. This requires managers to become pro-active leaders who not only lead their division and inspire their team members, but also have the vision to identify the company's current and future issues and implement levers of action in order to increase global performance and wealth. This implies acquiring cross-functional competencies.

## Objectives

By the end of this program, participants will have mastered the essentials of what makes a great manager in a multicultural / multinational environment today: problem solving skills, innovative thinking and digital savviness, brand-building and communication, financial literacy, people mentoring and development capacity. Designed to stay on trend with the shifting business models and digital disruptions affecting the B2C and B2B world in the 21st Century, our program will provide executives with the practical tools to support and drive their team through a changing economy.

## About the professors

All professors come from the prestigious ESSEC Business School, consistently ranked in the Top 5 for Masters in Management worldwide by the Financial Times for the past three years. ESSEC was founded in France in 1907 and has operated an Asia-Pacific campus since 2005. This program is unique to Japan, exclusive to CCIFJ and features elite professors from ESSEC France and Asia-Pacific bringing a wide range of international certifications, cultures and experiences.

## Methodology

- Lectures based on academic and professional approach & debates
- Case studies
- Interactive sessions and exercises

## Program details

A 10 day-program over 5 months: 2 days x 5 sessions  
 Module 1 : Leadership, Mentoring and Employee Development  
 Module 2 : Design Thinking  
 Module 3 : Financial Analysis for Value Creation  
 Module 4 : Marketing Strategy  
 Module 5 : Innovative Business Models

## Training company

ESSEC Business School

## Target participants

Managers and team leaders whose next career step implies increased managerial responsibilities or a supervising position working in an international environment



Sep-Dec 2020



9:30-17:30



CCI France Japon (Tokyo)



English  
Intermediate to fluent (TOEIC 600+)



Members  
800,000 JPY /person

Non-members  
1,200,000 JPY /person  
(tax excluded)

