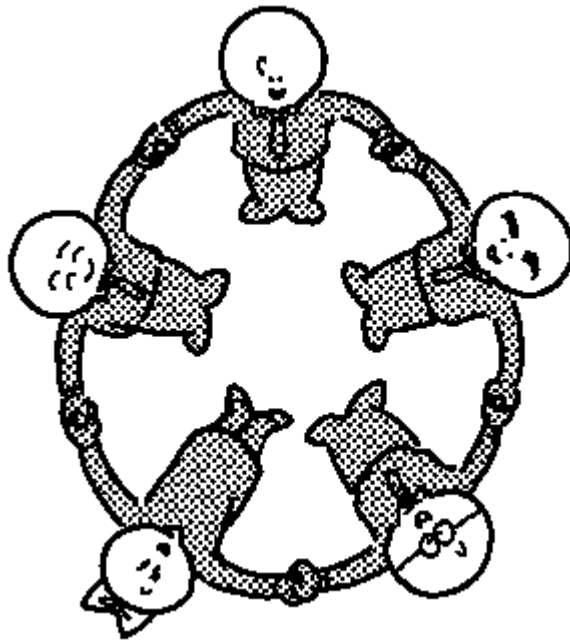
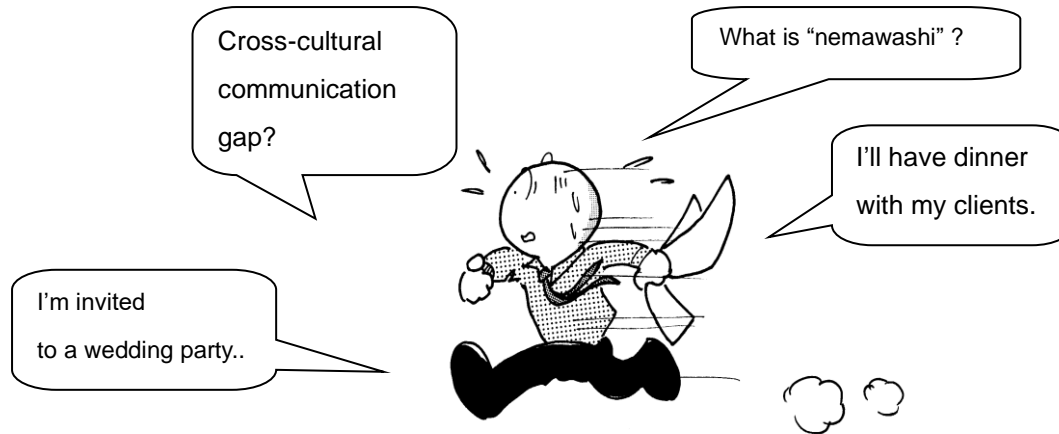


Japanese Business Protocol Course



Japanese Business Protocol Course



Japan, being addressing rapid globalization, still maintains peculiar culture. When people with various cultural background work in Japan, they need to:

- Understand historical and cultural back ground which have formed the base of Japanese mentality.
- Get to know essential business manners in Japan.
- Deepen understanding of cultural gap they may often feel in business.
- Learn essential phrases they use in business scenes.

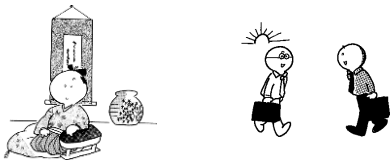
In this **3-hour** course, participants will learn important Japanese business manners and be introduced to cultural peculiarity of Japanese business people. We believe this course will help participants build good business relation with Japanese.

Japanese Business Protocol Course

Outline

◆PHASE 1◆

What is Japanese?



◆Back Ground

- ★ Geographical location
- ★ History
- ★ Religious outlook



◆ Key words: Japanese mentality

- ★“Wa” Harmony: group orientation
- ★”Kata” form and formality
- ★ “Majime”: diligence
- ★ “Gaman”: patience



◇PHASE2◇

Business Communication with Japanese



◆Characteristics of Japanese corporations

- ★ Business calendar in Japan
- ★ Distinctive systems seen in Japanese companies

◆Business communication style (Case study)

- ★Language
- ★Decision making process
- ★After hour socialization



■PHASE3■

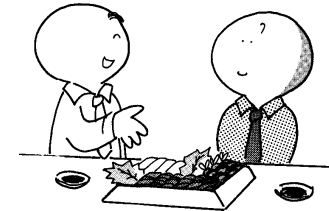
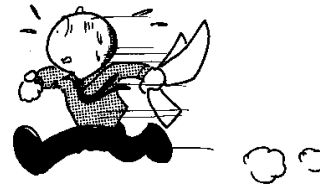
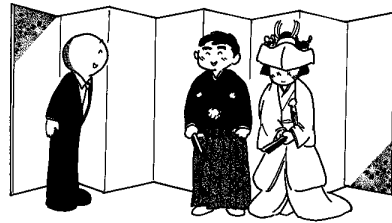
Business etiquette and language



- ◆ Greetings and introducing yourselves
- ◆ Visiting and having visitors
- ◆ Business meals

- ◆ Body language
(◆ Japanese phrases)

◆ PHAZE 1 What is Japanese? <1 hour>



Getting to know what has made Japanese people “Japanese” through historical back ground, Religious outlook.
You will also be introduced to key words which explain “what is important to the Japanese.”

◆ **Back Ground**

- ★ Geography
- ★ History (Yamato→Nara→Heian→Kamakura→Muromachi→ **Edo** →Meiji/Taisho→Showa)
- ★ Religious outlook

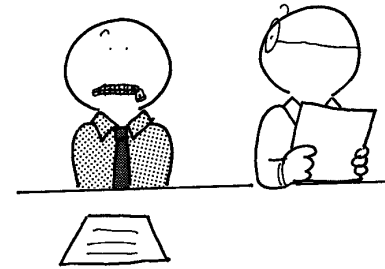
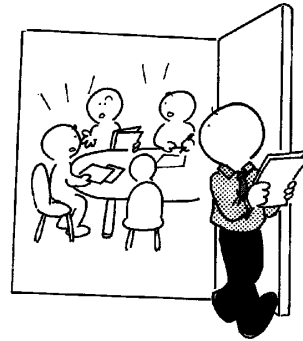
◆ **Key words useful in understanding the Japanese mentality**

- ★ “Wa”, harmony : group oriented thinking
(‘in-group’ and ‘out-group’ , avoid direct confrontation)
Historical back ground
Various “Wa” in today’ s society
- ★ “Kata”, form and formality : Expressiveness vs. beauty of “form”
- ★ “Kaizen”: diligence –seeking for never–ending improvement.
Creativity vs. improvement
- ★ “Gaman”: patience
Perseverance will win the end?

◎ **Mini Q and A**

◆ PHAZE 2 Business communication with Japanese

<1 hour>



First, we deal with “Japanese business calendar” to show you what’s going on in businesses in the space of year.

And then, we take a look at cases often seen in business communication with Japanese, in which foreign business people get puzzled or feel uncomfortable.

Discuss how to cope with them.

◆ Characteristics of Japanese corporations

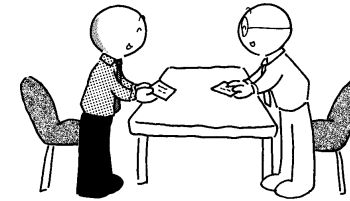
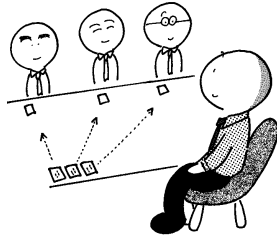
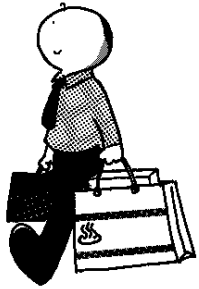
- ★ Japanese business calendar
Fiscal year: April–March
- ★ Distinctive systems seen in Japanese companies
 - ◇ Seniority system / Lifetime employment / Company Union
 - ◇ Collapse of traditional system

◆ Business communication style (case study)

- ★ Language: ambiguity
- ★ Decision making process (advantages and defect)
Ringi system / authority given to individual / meeting style
- ★ After hour socialization
Mean to get into the group

“© Mini Q and A

◆PHAZE 3 Business manners and Japanese phrases <1 hour>



Look at Japanese business manners. Japanese way of thinking and values are reflected in the manners, which might sometimes look ritualistic for non-Japanese.

Learn some Japanese phrases you can use as “ice-breaker” in communications with Japanese.

- ★ Greetings and introducing yourselves
- ★ Visiting and having visitors
- ★ Business meals
- ★ Body languages

- ★ Japanese phrases
- “◎ Q and A session