

Objectives

- Develop a solid understanding of the Japanese mentality and business culture
- Understand how your way of communicating and behaving may be interpreted in Japan
- Acquire practical strategies for working more effectively with the Japanese
- Identify concrete steps to enhance your ability to influence and negotiate across cultures

Who should attend?

- Managers of companies looking to expand their business activities into the Japanese market
- Individuals and teams who regularly work with Japanese colleagues and business partners
- Sales representatives and purchasing agents
- Marketing professionals

Duration

This is a 2-day programme.

Programme

1/ Foundations of Japanese culture

- Key geopolitical and historical factors
- Religions and their social and cultural impact
- Key features of the Japanese language
- The Japanese society today

2/ Key cultural dimensions to measure cultural gaps and similarities

- Low and high power distance
- Uncertainty avoidance and acceptance
- Individualist and collectivist cultures
- Ways of thinking
- Monochronic and polychronic time orientations
- Low and high context communication
- Duty and honour codes

3/ Communicating effectively with the Japanese

- Greetings, titles and welcoming rituals
- Business cards
- Non-verbal communication: eye contact, personal space, gestures and physical contact
- Verbal communication: Implicit messages, the meaning of "yes"
- Influencing techniques

4/ The business world in Japan

- Types of Japanese companies
- Management and leadership styles
- Teamwork
- Decision-making
- Hierarchy and respect for age
- Giving and saving face
- Meetings
- Motivational levers
- Women in the workplace
- Socialising and networking

5/ Decision-making and team/project management

- Nemawashi and decision-making
- Preparing for your first key project

6/ Negotiating agreements

- Preparing for a negotiation
- Adopting the right posture
- Oral vs. written agreements

7/ Top tips and personal action plan