

DEVELOPING THE POTENTIAL OF WOMEN

(IN THE JAPANESE WORKPLACE)

~Volume 1~

Promoting Japanese women in business is at the top of the agenda for forward thinking companies in Japan. Diversity teams have been tasked with creating gender-friendly work environments. Yet, statistics show that the number of Japanese women moving into more senior positions lags behind other countries.

Why are companies failing to follow-through on their promises of increased diversity? A core reason is that building an environment which can nurture female talent takes a concerted and deep-seated commitment to change the corporate culture. Another is the lack of accessible role models and peer support. One further factor is the lack of training specifically tailored to developing the potential of women.

'**DEVELOPING THE POTENTIAL OF WOMEN**' (DPW) seminars are aimed at addressing the issues of role models, peer support and skill building specific to women. This first seminar in the DPW series includes presentations from accomplished businesswomen in the areas of **identifying personal uniqueness**, **effective communication skills**, and **personal career planning**. A key part of the seminar is the **networking** buffet lunch and tea discussion where participants are encouraged to create social networks by meeting and interacting with women from other organizations. The DPW seminar is open to all women who are interested in being taken seriously in the workplace.

Please send any enquiries by email: info@intrapersona.com

**Saturday
February 3rd, 2007**

PLACE: Tokyo American Club

(www.tokyoamericanclub.org/informationNews/directions/index.cfm)

PRICE: 14,000 JPY per person

(Groups of 5 and over: 12,000 JPY per person)

RESERVATIONS:

Places are limited and will be guaranteed once payment has been received. To avoid disappointment, please reserve your place by sending an e-mail with your name and contact details to info@intrapersona.com, and transfer the full participation fee to:

Bank: Mizuho Bank

Branch: Aoyama (211)

Account Number: Futsu 3116464

Account Name: Action Japan International

Program

09:00 – 09:30 REGISTRATION

09:30 – 09:45 PROGRAM INTRO

09:45 – 11:15 WORKSHOP 1

Building your personal brand—identify your unique contribution to the workplace

11:30–12:30 WORKSHOP 2

Planning your general career development

12:30–13:30 NETWORKING LUNCH

13:30 – 15:00 WORKSHOP 3

Insights Into Professional Effectiveness—understanding yourself and enhancing your relationships in the workplace

15:00 – 15:30 OPEN TEA TIME DISCUSSION

What obstacles are you facing in workplace, and how can they be overcome?

15:30 – 16:00 TEA TIME NETWORKING

16:00 SEMINAR ENDS

09:45 - 11:15 WORKSHOP 1

Building your personal brand—identify your unique contribution to the workplace

A major barrier to women progressing in the workplace in Japan is their lack of confidence in the value they personally bring to the organization. Self marketing is one of the most undervalued skills of successful people. In business we market ourselves on a daily basis; to colleagues, bosses, and clients, yet few people develop the skills necessary to ensure success, and women in particular are loath to employ these skills.

During this highly informative skill-building presentation, participants explore why first impressions are important. Then participants have the opportunity to understand how to effectively market themselves within their organization through defining their own unique skill set and creating their personal USP (unique selling proposition).

11:30 - 12:30 WORKSHOP 2

Planning your general career development

What career do you consider really suits your personal circumstances? How is it possible to plan for it? It is necessary to sacrifice your private life to achieve success in the workplace? Is it difficult for women to proceed with a career if they are raising children?

Women face different challenges to men when they wish to continue working. Japan, Japanese corporations, and Japanese women are beginning to change their attitudes significantly in respect to women continuing in the workplace, however, there are still many women troubled by which career they should choose.

13:30 - 15:00 WORKSHOP 3

Insights Into Professional Effectiveness—understanding yourself and enhancing your relationships in the workplace

How much time do you invest in understanding yourself? How clear are you about the value you bring to your team and do you always recognise the effect of your personality and communication style on your colleagues and clients?

A critical factor for career success is to know yourself, your strengths and possible liabilities. By being clear about your skills, your values, your fears and your professional and personal preferences, you can maximize what you enjoy and do well and build successful workplace relationships, critical to crafting a successful career path.

This engaging and interactive session will develop your self-awareness and present some techniques for adapting to your colleagues and clients to enhance your inter-personal skills in and out of the office.

SPEAKER: Ms Victoria Bolam, Managing Director of Action Japan (www.action-japan.com) (Event Co-Organiser)

Victoria Bolam is a Tokyo-based specialist consulting and training company which concentrates on building performance corporate cultures. Solutions include corporate culture analysis and research, leadership/management/team/staff development, change management, diversity programs and values definition and behavioral change. Victoria is a graduate of London University, has a background in organizational psychology, and 16 years of experience working in Tokyo and Aichi Prefecture, Japan. Clients include both domestic and multinational corporations in a wide range of industries and government offices.

Victoria is a British Chamber of Commerce executive committee member, former vice-chair of the Human Resource Committee for the European Business Council, and a published writer and commentator.

Participants will be introduced to the concept of a flexible career. They are encouraged to explore the various careers women can develop through interactive discussion. This workshop will cover the theory of:

- (i) Planned chance: How to consider building a new career
- (ii) Career rainbow: Viewing a career's length and breadth, and considering a flexible work/life balance.

SPEAKER: Ms Yuriko Miyazaki, President of Krene (www.krene.net)

Yuriko Miyazaki is president of Krene, a HR development consulting company. Yuriko is a career counselor and assists many Japanese corporations with their diversity programs, and management presentation skills. She holds an MBA from Temple University, and writes for Magazine ALC and Citiiliving.

SPEAKER: Ms Elizabeth Handover, Director of Intrapersona Consultants (www.intrapersona.com) (Event Co-Organiser)

With over 15 years in the Communication, Theatre and Business industries in Japan, Elizabeth Handover assists clients in translating their business issues into development opportunities in the area of personal, team and organizational effectiveness. Elizabeth is the Japan Partner of Insights® Learning & Development Ltd. whose programs have been helping transform the culture of organizations around the globe for more than a decade.

Elizabeth holds Theatre and Teaching Degrees from the UK and is a certified Insights Practitioner and Associate. She has a background of many years of professional presentation and broadcasts regularly for NHK. She is a board member of Women In Finance and a member of the ASTD.

CO-SPEAKER: Ms Ryuko Shinzaki, Assistant Facilitator of Intrapersona Consultants

A highly experienced professional interpreter, Ryuko is presently conducting Doctoral Studies into inter-cultural communication at Aoyama Gakuin University.