



The Program on Sustainable Corporate Management for the Future [SFCM]

-21st century management style to add luster to people and organizations-

What to Learn

1. Three keys in 21st century management style
2. The SHIEN way of thinking: “Let others support you” and “let yourself support others”
3. Efforts and ideas for making companies successfully last for many years

- Date : 15 – 28 January 2020 (2 weeks)
- Venue : AOTS Tokyo Kenshu Center
- Target Participants : Company Owners, Executives or Senior Managers in developing countries
- Deadline : **12 November 2019 (Tue.)**

Contact Information

AOTS

Search

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Program Director

Dr. Yasuo Tateoka

Representative Director, SHIEN-Academy/ Former Professor, Graduate School of Shizuoka Univ.

After graduating from the University of Tokyo, Dr. Tateoka joined Nissan Motor. After working in R & D, production technology, and QA departments etc., in 2005, the HR department established and passed down the Nissan Way. In 2008, he became a professor at the Graduate School of Shizuoka University, advocating SHIEN-ology(*). His main books are “Altruism Driven Economics” and “SHIEN-ology to Change the World” .

* SHIEN-ology: A new era’s way of thinking and being that defines altruism in the 21st century and beyond, by helping each other, and thereby creating an overlap where there was no overlap before. With the introduction of SHIEN-ology, several listed companies have established a corporate culture that creates value by people working closely together, and this has resulted in deficits being turned into surpluses, and/or the creation of an intimate working place atmosphere that draws out everyone’s abilities.

Schedule(Tentative)

※All lectures/visits will be conducted in English

	Morning	Afternoon
14 Jan. (Tue)	Arrival in Japan	
15 (Wed)	Orientation/Opening Ceremony	[Lecture] Outline of SHIEN-ology
16 (Thu)	[Lecture] SHIEN-ology workshop	[Lecture] Background of SHIEN-ology and the development in organizations
17 (Fri)	[Lecture] Characteristics of management and organization of Japanese longstanding companies	
18(Sat)	Day off	
19 (Sun)	Day off	
20 (Mon)	[Lecture]Happiness studies and corporate management	[Lecture] To develop lively companies, lessons learned from growing companies
21 (Tue)	[Lecture by]Adventure and abacus / How to develop company leaders	[Lecture]・Workstyle using each one's natural gift ・Importance of changing awareness
22 (Wed)	Study Tour	[Visit] Example of employee-first company
23 (Thu)		[Visit] Example of management strategy of longstanding company (450years)
24 (Fri)		[Visit] Example of organization revitalization through SHIEN-ology and dialog
25(Sat)	Day off	
26(Sun)	Day off	
27 (Mon)	[Lecture] Points in common in "Companies we want to treasure in Japan the most"	[Lecture] Marketing that focuses on human mind and heart ・Creating values and creating customers
28 (Tue)	Final Report Presentation	Final Report Presentation/Closing Ceremony

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