

**Topics:**

- Japanese communication style
- Why Japanese tend to be vague and indirect, and how to interpret what they mean
- Why Japanese don't give a lot of feedback
- Overcoming the language barrier
- How to confirm whether you've been understood correctly
- How decisions are made in Japanese organizations
- Why Japanese avoid risk
- How to get your ideas accepted by a Japanese organization
- How to make meetings with Japanese more effective
- How to build strong working relationships with Japanese
- How to behave appropriately at meals and other social situations
- What most bothers Japanese about the Americans they work with

**THE INSTRUCTOR**

Yoshio Gotoh has rich experience having worked with Japanese executives in North America and Japan from junior to top level in the areas of operation, marketing and sales, customer services, supply chain management, human resources, legal, and accounting and finances. He has experience coaching in areas including strategic and tactical project planning and market development. He is also particularly skilled at helping Japanese understand American culture.

Mr. Gotoh has a career of more than forty years with U.S. and Japanese companies in North America as employee and employer. He began his career in sales at Blue Sea Line and Pan American World Airways in New York City. He then moved to Flying Tiger Lines in Los Angeles, where he served as Director of International Sales and Services, responsible for development of the then newly-awarded commercial traffic rights between the U.S. and Asia. Yoshio then became an entrepreneur, founding and operating Trader Pacific International, Gotoh Distribution Service, and SIG Logistics. After Gotoh Distribution Services was sold to Itochu in 2000, he worked closely with Itochu and saw this major Japanese trading company from the inside.

Yoshio has a strong interest in issues facing minority-owned businesses, and he has advised both minority-owned companies supplying Japanese companies and Japanese companies purchasing from minority-owned businesses.

**Working Effectively with Japanese****Thursday, May 28, 2009**

Valle Vista Golf Club & Conference Center  
755 East Main, Greenwood, Indiana 46143  
(317) 882-2955

**8:00 to 8:30** Registration and  
Continental Breakfast  
**8:30 to 12:30** Seminar

**Fees:**

JASI Members: \$50

Public: \$100

In order to provide for an optimal learning experience, attendance will be limited to the first 50 registrants. JASI corporate members will receive priority enrollment through March 18th.

**Please email, fax or mail this registration form to:**  
**Japan-America Society of Indiana**  
**39 W. Jackson Place, Suite 50**  
**Indianapolis, IN 46225**

**Tel: (317) 635-0123****Fax: (317) 635-1452****Email: Tamayo.fukumoto@japanindiana.org**

Registrant Name: \_\_\_\_\_

Title \_\_\_\_\_

Company/Affiliation \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email: \_\_\_\_\_

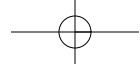
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Payment Amt \$** \_\_\_\_\_ Check  Credit card   
 Visa  MasterCard  American Express

Card # \_\_\_\_\_

Exp. date \_\_\_\_\_

**Registration / Cancellation Deadline:**  
**Friday, May 22nd. No refunds after this date.**



This seminar is for Americans who already work with Japanese or who wish to embark on new business relationships and partnerships. The program will provide a golden opportunity to learn and have your questions answered by a native of Japan who is highly skilled in explaining the intricacies of Japanese business and society.

#### アメリカ人向けセミナー

日本人と一緒に円滑に働く方法

講師：

ジャパン・インターカルチュラル・コンサルティング

コンサルタント 後藤美郎

日本人と一緒に働いているアメリカ人の多くの方々は、母国と異なる日本の独特な文化、習慣、企業風土などに戸惑いがちです。その結果として、ストレスを感じ、一緒に働いている日本人との関係がスムーズに行かない場合が生じます。このようなストレスは、仕事の効率や効果を下げただけではなく、職場での調和や協調性を乱す原因にもなりかねません。

そのために「異文化ストレス」の対策として、今回のセミナーを計画いたしました。日本人の考え方や働き方を文化的側面からより良く知ること、参加者の理解を深め、職場における人間関係の向上を奨励するものです。ぜひ、一緒に働いているアメリカ人の皆様方に、この機会をお薦め下さいますよう、お願い申し上げます。

Presented by



and

JAPAN INTERCULTURAL CONSULTING



Japan-America Society  
of Indiana  
and  
Japan Intercultural Consulting  
present

JASI Corporate Know-How Series

## *Working Effectively with Japanese*

- *Understand Japanese culture in the workplace*
- *Learn how to communicate with Japanese*
- *Increase your efficiency and effectiveness*

**Thursday, May 28th, 2009**

**8:30 a.m. to 12:30 p.m.**

Valle Vista Golf Club & Conference Center  
Greenwood, Indiana

