



Japan-America Society of Indiana and  
Japan Intercultural Consulting present

## Working Effectively with Japanese Customers and Colleagues

Patricia Pringle  
Consultant

Japan Intercultural Consulting

Wednesday, May 26, 2010  
Franklin University of Ohio, Indianapolis Campus  
1:00 p.m. – 5:00 p.m.

This course provides insights and strategies for improving communication and relationships with Japanese. Whether you work for an American company that is interested in learning how cultural and business practices affect your ability to establish business with Japanese companies, or you work at a Japanese company and would like to understand and communicate more effectively with your colleagues, this seminar is for you.

- **Learn the basics of Japanese business practices and the essentials of good working relationships,** including a business protocol review, what to expect at the first meeting, how to prepare for it, and etiquette for social interactions.
- **What's the best way to serve demanding Japanese customers?** Learn the expectations of Japanese customers when dealing with suppliers and techniques for establishing and maintaining successful relationships with them. Understanding Japanese concepts of customer service and communication can help you be more successful in working with Japanese customers, both internal and external.
- **What's the best way to influence decisions in Japanese organizations?** The key is in understanding the decision-making process. Learn about cultural attitudes toward decision-making in Japan and current issues in today's environment.
- **Deepen your understanding of Japanese culture in the workplace and increase your effectiveness in communicating with Japanese colleagues.** What are the basic differences between Japanese and American organizations? How can American and Japanese views on work styles and life-balance be bridged?

**About the Instructor:** Patricia Pringle, Consultant, Japan Intercultural Consulting

Patricia has extensive experience helping Japanese and Americans work together more effectively. At Panasonic Mobile Communications Development, she delivered training to Japanese and American engineers collaborating on global engineering design products and advised senior American management on successful strategies for improving communication with Japan. Patricia has also worked as a trainer at Sony Corporation in Tokyo and New York. She received an appointment as Visiting Assistant Professor at Oglethorpe University and also served as Adjunct Professor at Morehouse College.



# “Working Effectively with Japanese Customers and Colleagues”

Presented by **Japan-America Society of Indiana**  
and **Japan Intercultural Consulting**

Wednesday, May 26, 2010

## **REGISTRATION FORM**

**Registration / Cancellation Deadline: Friday, May 21<sup>st</sup>. No refunds after this date.**

Location: Franklin University of Ohio  
Indianapolis Campus  
8415 Allison Pointe Blvd., Suite 400  
Indianapolis, IN 46250

Schedule: Registration: 12:30 p.m.  
Seminar: 1:00 p.m. to 5:00 p.m.

Fees: JASI Members: \$80  
Public: \$120

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

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

Work Phone \_\_\_\_\_ Email \_\_\_\_\_

Additional Attendees (Name / Title) \_\_\_\_\_

\_\_\_\_\_

Payment: JASI Member: \$80 Public: \$120 (checks payable to “Japan-America Society of Indiana”)

Amount: \_\_\_\_\_ ☐ Check enclosed ☐ Visa ☐ MasterCard ☐ American Express

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing Address (if not same above) \_\_\_\_\_

Please submit this registration form by email, fax, or mail to:

Japan-America Society of Indiana  
39 W. Jackson Place, Suite 50  
Indianapolis, IN 46225

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Fax: (317) 635-1452  
Email: [john.lajiness@japanindiana.org](mailto:john.lajiness@japanindiana.org)