
Message from the President

Steps Taken toward the 51st year of Establishment

On the 1st July 2016, GENKEN started its 51st year of Establishment.

Since 1st July 2015, GENKEN has carried out the following three special projects for its 50th Anniversary of Establishment.

1. Research Conference to realize new management methods—Technology Research Series.
2. Study and Research Project on London Olympics 2012 providing guideline to Tokyo Olympics 2020.
3. Study and Discussion about New Japanese style of management.



HIROSHI OHTUKI
President

My deepest thanks to all participants and supporters of our 50th Anniversary activities.

1. Technology Research Series

At our Research Conference for realizing new management methods, from Sep.2015 to Jun. 2016 (conference number No. 380 ~ No.384), according to above title, we focused on the latest technological, engineering, management support, enhancing human skills points and considered the following presentations.

- The 380th. “How to Negotiate for Global Relations”
Lecturer: SETSUO HARADA
OHBIRIN UNIVERSITY GRADUATE SCHOOL
Management Office Fellow Professor
- The 381th. “Scientific Theory of Management”
Lecturer: TOHRU OGAWA
TOHO UNIVERSITY

Basic Structures / Ph.D.

- The 382th. “Methods for Creating New Intuition”
Lecturer: AKIO MIYAZAWA
Dramatist / Director / Writer
Chairman
Business group Restoring Amusement Grounds

- The 383th. “Methods of Applying Information from Intellectual Property “
Lecturer: YOSHIO MAKITA
CSR Promotions Section Chief Investigator
Business Management Head Office
FUTABA ELECTRONIC INDUSTRY CO .Ltd.

- The 384th. ”Methods of Reformation for Organization Tasks “
Lecturer: TAKEO KIDOKORO
Vice-President
OHKUBO GEAR INDUSTRY CO. Ltd.

As our Company’s English title (Institute of Management Co., Ltd.) shows, GENKEN’s main consulting works have been based on several technologies of the management industry field such as IE, SE, IT, MIS, PD and others that mainly were used by companies’ managements for “human interaction”, “business infrastructure”, and “information processing”. So applying technological approaches to problems and development of methods for changing existing situations are our core directives.

We were so glad to hear the useful presentations from the above five lecturers who show respectively their own angles and accomplishments of their strategies, and to actively discuss with participants in these Conferences at last year’s GENKEN 50th Anniversary of Establishment.

2. Study and Research Project on London Olympics 2012 Providing Guidelines to Tokyo Olympics 2020

To make the Tokyo Olympics 2020 a success, GENKEN also wishes to contribute to this end , we planned the Study and Research project titled “How did the London Olympics 2012 Change British society? “

So our senior consultant group members often visited London and had discussions with the organizers of London Olympics 2012. These lessons, of course, helped our wishes to change the Japanese society through the Tokyo Olympics 2020.

For of conferences in 2015, received so many participants and held discussions and reportage.

- The 349th Assembly of Consideration of Industrial Situation / Open Seminar
“How did London Olympics 2012 change British society?”
- GENKEN 50th Anniversary of Establishment / Open Seminar
“Challenge to Tokyo Olympics 2020 from the angle of study and research on London Olympics 2012 to their ongoing effects.”

Now, this project is in the last stage. We are going to publish it as a study and research report with the central point of the proposal to Tokyo Olympics 2020.

During the research in London, we were made to feel that individual thoughts and actions help to make the object become successful. In London Olympics, both in the Olympics and Paralympics, all tickets were sold out for games: all the grounds were filled with excited spectators. (We are going to explain in details about this subject in our study and research report on London Olympics 2012.)

GENKEN wants to continue to share in our own way a welcome to worldwide athletes and visitors and to make the word “OMOTENASHI” (Welcome Overseas Visitors) a global word.

3. Rational Approach to New Japanese Management Style

The Japanese management style was established after World War II, and still continues to be the basis of many Japanese companies — we try to recognize it with new viewpoints and investigate its changing direction seriously by creating important new models and suggesting new management policies.

We carried out a survey “The View on Japanese Management by 2025” in cooperation with 103 Japanese major companies and interviewed some of these companies, so that we could get new themes from these companies’ reliable managements and could develop them in conjunction with our own consulting ideas with client companies’ staff. Thankfully, we could show these results as GENKEN

output through the following two meetings ;

- The 348th Assembly of Overview of Industrial Situation / Open Seminar
“Challenge to a New Style of Japanese Management”
- The 52nd General Study and Research Meeting
“Toward 2020 — Creating a New Style of Japanese Management”

Through such programs we could realize that Japanese company standard structure is now reaching the turning point into a new era and tried to find the new style of relations between companies and employees, between employees, and between society and employees, and companies.

According to this realization, we can grasp the diversity that is thought to be an important theme of Japanese management. We think it is a big opportunity to clarify the future of Japanese management to cope with new conditions thoroughly.

This year, GENKEN enters its 51st year, and we wish to use this occasion for several angles and hold advanced discussions using images of a better Japan and improved Japanese companies.

Making sure your companies grow through leading information

July, 2016

GENKEN Institute of Management Co., Ltd.
President
HIROSHI OHTUKI

The Foundations of GENKEN

GENKEN was established in 1965 by Mr. Shigehiro Suzuki with the intent of discovering the present and future major problem of companies and solving through his own methods. GENKEN has followed his determination ever since.

Trying to understand deeply about the human nature of employees, each GENKEN consultant focuses on the strong development of business under the continuous change of circumstances and optimization of systems for that purpose as being vital for successful survival.

■ GENKEN's Important Mission

Taking each company's major problems into consideration, GENKEN's important mission is to draw up quickly an essential plan, to restructure their business operations and to support the training of their upcoming staff talent.

■ About GENKEN

Company name: GENKEN Institute of Management Co., Ltd.

Referred to as: GENKEN

Establishment: 1st July 1965

Founder: Shigehiro Suzuki

Head office address:

ICN Bldg. 2-27-17 Hongo Bunkyo-ku Tokyo 113-0033 Japan

Phone +81-3-3813-7338

London office address:

8 St. Stephen's Court, Mayfield Road, LONDON N8 9NQ, UK

Phone +44-20-8348-9681

Representative: President Hiroshi Otsuki

Staff members: 22 / 70 alliance members(domestic and overseas)

Our activity:

1. Researching new ways for management
2. Planning and developing management framework and business strategy
3. Helping to guide development projects of new business and

products

4. Helping client's plan corporate philosophy and action guidelines
5. Innovating and designing new management systems
6. Enhancing company staff ability to innovate thinking
7. Productivity improvement in R&D and manufacturing processes