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# The GENKEN Institute Overview

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## ■ The Foundations of GENKEN

GENKEN Institute of Management 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

Representative: President Hiroshi Otsuki

Staff members: 15

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