

# Success through Diversity

Business training for the global workforce

July 2023

**GREEN Co., Ltd.**

Tokyo, Japan

## Service Guide

# Cross-Cultural Training: Bridging the Gap Between Japan and the World

- We have extensive experience providing cross-cultural training to both local employees and Japanese expatriates working at overseas subsidiaries of Japanese companies, as well as to multicultural teams based in, or working with, Japan.
- Multilingual classes can be facilitated depending on participant language requirements. We provide training not only in Japanese and English, but also in variety of languages including Spanish, Portuguese, French, Italian, Arabic and Bengali etc.



# Overview

## Main Services:

- Training for Japanese expatriates (education on local business culture)
- Training for international employees (education on Japanese business culture)
- Training for multicultural teams based in or working with Japan (education on mutual cultural awareness)

## Main Countries Covered:

- Latin America: Mexico, Brazil, Chile, Argentina, Peru, Panama, Colombia, etc.
- Europe: Germany, UK, France, Netherlands, Italy, Czech Republic, Poland, Hungary, Belgium, Spain, Sweden, Switzerland, Romania, Denmark, Portugal, Austria, Finland, Slovakia, Norway, Estonia, Greece, etc.
- Islamic cultural areas: Indonesia, Malaysia, UAE (United Arab Emirates), Turkey, Bangladesh, Egypt, etc.
- Asia: India, China, Korea, Thailand, Vietnam, etc.

## Service Format:

- Virtual live interactive group training courses
- Face to face group training courses
- On-demand (e-learning) courses





We provide business skills training to help modern, diverse business teams reach their true potential. Through our range of training programs, we promote a better understanding of both **cultural and individual diversity**, allowing your team members to work stronger together and achieve better results.

With TOBIRA NIPPON we also provide training on **Japanese business culture** to clients across the globe. Visit our [TOBIRA NIPPON website](#) for more information on our services aimed at international clients.

## Meet Our **Multicultural & Multilingual** Instructors!

We know a lot about Japanese and world cultures, their differences as well as ways of working together.



# How We Deliver Training Programs

With our **Virtual Live Interactive Courses**, we are able to offer flexible and convenient training with expert instructors based around the world. We also offer **face-to-face group training** with in-person seminars led by one or more of our five Tokyo-based instructors. If you would like to arrange face-to-face group training in Japan, please contact us early as scheduling is required to meet your requests. A wide range of **e-learning (on-demand)** content is available, and we can also develop e-learning (on demand) programs exclusively for your company.

Virtual Live Interactive



Face to Face



E-learning (On-demand)



## Program Fees

The fee is determined by the total of the **program design fee**, **facilitation fee** and **materials fee**. The program design and facilitation fees depend on the program length (full or half day).

All price indications below do not include tax. For transactions in Japan, a 10% consumption tax is added.

### - Basic Charges

	Program Design Fee	Facilitator (per person)*
Within 4 hours (Half-day)	¥300,000	¥150,000
Within 8 hours (One-day)	¥500,000	¥250,000

\*If the program is conducted in more than one language, the number of facilitators required is determined by the number of languages.

### - Material Fees

The textbook containing the program content is included in the program design fee. The text is delivered as a PDF file before the training implementation. Below are prices for optional materials that can enhance the effectiveness of the training. Please consult with us to discover which options will be most effective for your training needs.

- Lumina Portrait / 3 choices (Leadership / Communication / Sales) ¥15,000 per person
- Team Mandala (Mapping the distribution of diversity within the team) ¥1,500 per person

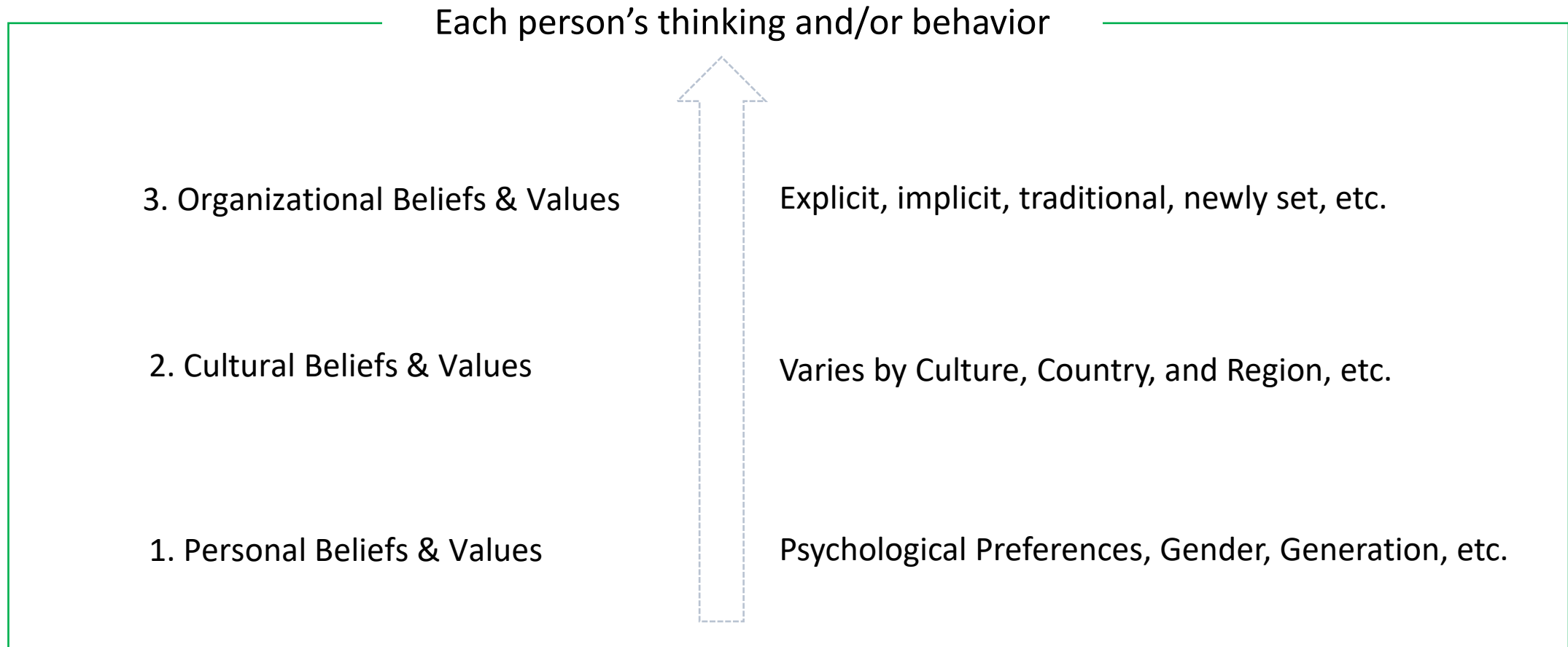
The teaching materials will be delivered in PDF format. Please note that there will be an additional fee If you would like us to provide printed copies of the materials.

# Goal Setting by Target Audience

When designing a training program, we consider what level of training goals to place, depending on who the trainees are, within the larger purpose of linking diversity and multicultural awareness to business outcomes.

Level	1. General staff member	2. Senior staff member	3. Leadership position
	<div>Understand the Differences</div>	<div>Communicate across the Differences</div>	<div>Leverage the Differences</div>
Goals of the training	Acquisition of <u>knowledge</u> for global mindset and cross-cultural understanding	Acquisition of <u>communication skills</u> to empower others by considering cultural and personal diversity	Acquisition of <u>diversity management and leadership skills</u> to create value from diversity

Our courses provide a **comprehensive understanding of diversity in business**, with a **focus on cultural diversity** but also covering personal and organizational diversity as well as **ways of working together**.

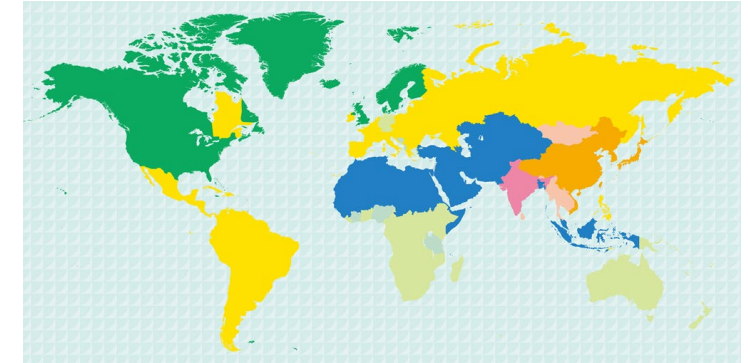




## Example 1: Cultural World Map Program

This program divides the world into major 'cultural areas' and provides a quick understanding and overview of the different values within different cultures.

It enables the development of a global mindset, establishes a foundation for cross-cultural understanding and promotes ways of finding common ground among team members.



## Example 2: Cultural Motivator Program

By understanding the motivators<sup>1</sup> and demotivators<sup>2</sup> for each cultural area and adapting your communication and messaging style appropriately, you will be able to increase your business effectiveness across diverse cultural regions. The Motivator and Demotivator programs consist of three to five key points and case studies for each of the targeted countries/regions.

<sup>1</sup> Motivators : Motivational factors for people who have grown up in a particular culture.

<sup>2</sup>De-motivators : Factors that reduce motivation for people who have grown up in a particular culture.

## Example 3: Diversity Model of Psychological Preferences (Lumina Model)

The Lumina Model is a series of personalized educational materials based on results from an online questionnaire designed to help participants understand the diversity of individuals. Participants gain increased self-awareness that reveals hidden potential as well as coping strategies for times of pressure. Choose from a range of 3 programs focusing on Communication, Leadership or Sales, and gain a unique insight into your team dynamics with the team mapping option.



# Course Components

Our courses are designed to present complex information and concepts in an engaging and easy-to-understand manner. We place the characteristics and backgrounds of each culture being covered in a business context and empower participants to communicate more effectively across borders. Standard topics covered include the following components, however, the content of tailor-made courses are adjustable to meet your business needs.

1. Characteristics of **Task Management**
2. Principles of **Business Communication**
3. **Business Mindset & Attitudes**: Top 3 priorities
4. **Motivators**: Motivational factors for people who have grown up in a particular culture.
6. **De-motivators**: Factors that reduce motivation for people who have grown up in a particular culture
7. **Examples and Case Studies** from business and social life



## Other Available Services

In addition to the services described in this document, information on our latest training services can be found on the following websites. Please feel free to contact us with any enquiries, to request a meeting, training proposal or quotation.

- GREEN Co., Ltd. (Cultural and diversity training) : <https://greencoltd.jp>
- TOBIRA NIPPON (Japanese business and culture training): <https://www.tobiranippon.com>
- E-Learning & On-Demand Programs:
  - Deliveru: <https://shop.deliveru.jp/green>
  - Teachable: <https://tobira-nippon.teachable.com>
- Social Media
  - LinkedIn:
    - <https://www.linkedin.com/company/greencoltdjp>
    - <https://www.linkedin.com/company/tobira-nippon>
  - Facebook:
    - <https://www.facebook.com/GREEN-Co-Ltd-113322738483448>
    - <https://www.facebook.com/Tobira-Nippon-109471255539248>
  - Twitter:
    - [https://twitter.com/greencoltd\\_jp](https://twitter.com/greencoltd_jp)
    - [https://twitter.com/tobira\\_nippon](https://twitter.com/tobira_nippon)

You are also welcome to email us:

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- Cross-Cultural Training:  
Bridging the Gap Between Japan and the World
- Diversity Based Business Skills Training:  
Leveraging Individual Diversity in the Workplace  
(Leadership, Communication, and Sales Skills)
- 異文化研修  
日本と世界の間の相互理解を促進します
- 多様性を基軸としたビジネススキル研修  
職場の多様性の最大活用を促進します  
(リーダーシップ、コミュニケーション、営業スキル)



<https://greencoltd.jp>

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