

# HIDA

**The Overseas Human Resources and Industry Development Association - Japan**

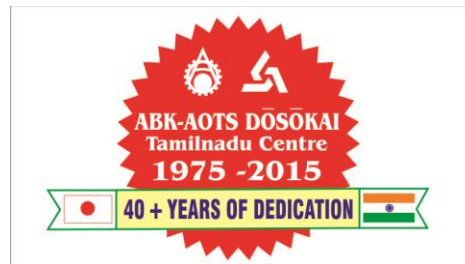
Brings Japanese Monodzukuri – Japanese Manufacturing Excellence concepts and Practices

To your Engineers at your doorsteps in Chennai

From HIDA's



**In Cooperation with HIDA's Alumni Association**



**in Chennai with Expert faculty from Japan**

**27 & 28 - March 2017 (Two days)**

**On**

**Improving GEMBA Vitality through Monozukuri Hospitality practices at GEMBA**



# Omotenashi - Mystery of Japanese Monodzukuri Strength Hospitality skills for “ GEMBA)”

## Introduction

"Profits are made possible by the power of Gemba" is one of the concepts that lies at the basis of Japanese Monodzukuri.

In the manufacturing industry, productivity and quality of products and services depend on how to utilize the ability of personnel on the front-line. Keeping good relationships among and increasing the motivation of front-line employees leads to raise the productivity and quality levels, and eventually generate larger corporate profits.

To achieve an effective and smooth functioning at the work place- THE GEMBA, corporate executives, managers and supervisors are desired to have enough management ability to maintain and improve conditions of personnel interaction at Gemba.

The often-called **hospitality mind**, which is embodied through compassionate care for and understanding of colleagues, seniors and subordinates, is ever more important.

It is considered that Japanese-style skills of hospitality (or consideration), emphasizing on adequately identifying hidden problems and desires of clients and **doing “what the clients will be pleased to have”**, are very effective not only in the service industry but also at Gemba of Monodzukuri.



## **Objective :**

This seminar is aiming to help participants to logically understand the unique Japanese “hospitality” by focusing on Gemba of Monodzukuri, and equip them with the understanding of concrete and practical skills for effective implementation in actual corporate settings and at Gemba. (The word "Gemba" is a Japanese term meaning "the actual place".)

## **Participants Requirements:**

Managers , Executives and supervisors in Charge of Sales, Customer support, Production, Marketing and Human Resources from industries like auto sector Sales, marketing, Shop floors, Customer relations, Hospitality Industry, IT ,and Corporate sales and marketing.

**Program language :** English

**Program Timing :** 9 AM to 5 PM with 15 minutes break for Tea / coffee in the forenoon and afternoon each and 30 minutes for Lunch.

**Program Fee: Rs 15,500 including Refreshments and Lunch + course material**

# Program outline

	Morning Session (9:00 – 13:00)	Afternoon Session (14:00 – 17:00)
27 Mar (Mon.)	<p><b>Lecture: (lecture, work and discussion)</b></p> <p>The structure of Japanese Monodzukuri GEMBA</p> <ul style="list-style-type: none"> <li>▪ The background of the structure based on Japanese culture.</li> <li>▪ Is it only for Japan? Or other countries could have it?</li> </ul>	<p><b>Lecture, Work and Discussion:</b></p> <p>The logic which works for Japanese Monodzukuri GEMBA</p> <ul style="list-style-type: none"> <li>▪ The common things which are in Good-Monodzukuri working.</li> <li>▪ The things should be done by boss and staffs for setting up good environment for Good-Monodzukuri.</li> </ul>
28 Mar (Tue.)	<p><b>Lecture, Work and Discussion:</b></p> <p>Management skills for improving GEMBA effectively I</p> <ul style="list-style-type: none"> <li>▪ The principle how to spring staff's motivation, especially working at Monodzukuri company.</li> </ul>	<p><b>Lecture and Training</b></p> <p>Management skills for improving GEMBA effectively II</p> <ul style="list-style-type: none"> <li>▪ To equip those management skills based on hospitality</li> </ul> <p>Wrap-up</p>

**Mr. Yushi Ishimaru**

## Faculty

President of Predica Management Co., Ltd.

Executive for projects promoting hospitality management development initiatives and the leading authority of introducing hospitality into business.

Planner, developer, organizer of the strategies and tactics for such initiatives and working as a project manager on site to establish hospitality in companies.

Trademark registration: "Hospitality logic", "Hospitality sales"

**Ms. Masako Kato**

Assistant Director of Hospitality Business, Predica Management Co., Ltd.

Registration Engineer of Predica Management Co., Ltd.

Co-developer of Mr. Ishimaru in Hospitality business. Certified instructor of Hospitality logic.

Served multi-national customers as a reception manager at Hilton Tokyo Bay adjacent to Tokyo Disney Resort®.

Major projects: Development of Hospitality projects for Fujitsu, Rakuten and many major companies.



# **Application Deadline : Tuesday, 7 March 2017**

As only a limited number of participants can be admitted, early application is highly recommended. We may limit the number of participants from the same company if we receive more applications than the maximum number of participants. We will inform you if your application has been accepted or not by **Tuesday, 7 March.**



**Please email the attached application form to:**

**ABK-AOTS Dosokai Tamil Nadu Centre**

**Tel:91-44-23740318 Tel/Fax: 91-44-23743575**

**E-mail: [abkaots@gmail.com](mailto:abkaots@gmail.com)**