

# Business Seminars in Japan

(Learning Practical Business Management from  
Konosuke Matsushita, the most admired enterpriser)

by PHP Institute

2016



**PHP**

# Konosuke Matsushita

## founder of PHP Institute and Panasonic Corporation



Even now, 25 years after his passing, the name Konosuke Matsushita is still spoken with reverence in Japan. He is widely viewed as “the god of management” and remains one of the most influential and inspirational business thinkers ever. Founder and father of the global corporation Panasonic, as well as PHP Institute, Matsushita saw the creation of wealth not as a goal or destination but as a voyage.

Until his death at the age of 94 in 1989, Matsushita maintained a keen interest not only in his global industrial empire but also in humanitarian projects.

His philosophy of corporate management is highly idealistic as well as pragmatic and is infused with a fervent sense of mission. Always people-centered, it is grounded in his down-to-earth, realistic understanding of human nature.

# Customize Your One-day or more Business Seminar

## Contents of PHP Institute

Seminars

Special  
Lectures

Study Visits &  
Round-table  
Talks

You can choose from our contents: Seminars, Special Lectures and Study Visits & Round-table Talks and make your own business seminar program.

**Your Customized Business  
Seminars in Japan**

(One day or more)

# About Seminars, Special Lectures, Study Visits

## MISSION, VISION, VALUES

e.g.) Konosuke Matsushita's Management Philosophy and Practice / Business Mind of Konosuke Matsushita  
Three Basic Principles To Strengthen Business Management

## LEADERSHIP

e.g.) Leadership of Managerial Position learned from Konosuke Matsushita / Learning Yourself  
How to Overcome Recession (Zest for Management) / Management Innovation Starts from Self-innovation

## BUSINESS MANAGEMENT

e.g.) Taking Ownership (Employee as Entrepreneurship and Division System) / Revitalizing Divisions  
Building a team with collective wisdom of each member / Empowering Management and Leadership for Innovation

## HUMAN RESOURCE DEVELOPMENT

e.g.) Konosuke Matsushita's Human Resource Development / Communication Skills and Proper Guidance  
Quality Management Starts from Human Resource Management (learned from examples of Konosuke Matsushita)

SEMINARS

【About 3 to 4 hours per one seminar】

Special Lectures

**Lectures given by acting business persons and CEOs in various fields**

*(Please refer to the past lectures on p. 8)*

【About 2 to 3 hours】

Study Visits & Round-table Talks

Round-table talks with our business management researchers

Grand tour of PHP Institute

【About 1 to 2 hours】

Visit Matsushita Memorial Library (Watching Videos and Learning from Panels)

【About 30 mins to 1 hour】

Study-visit SMEs business on site

【About 2 to 3 hours】

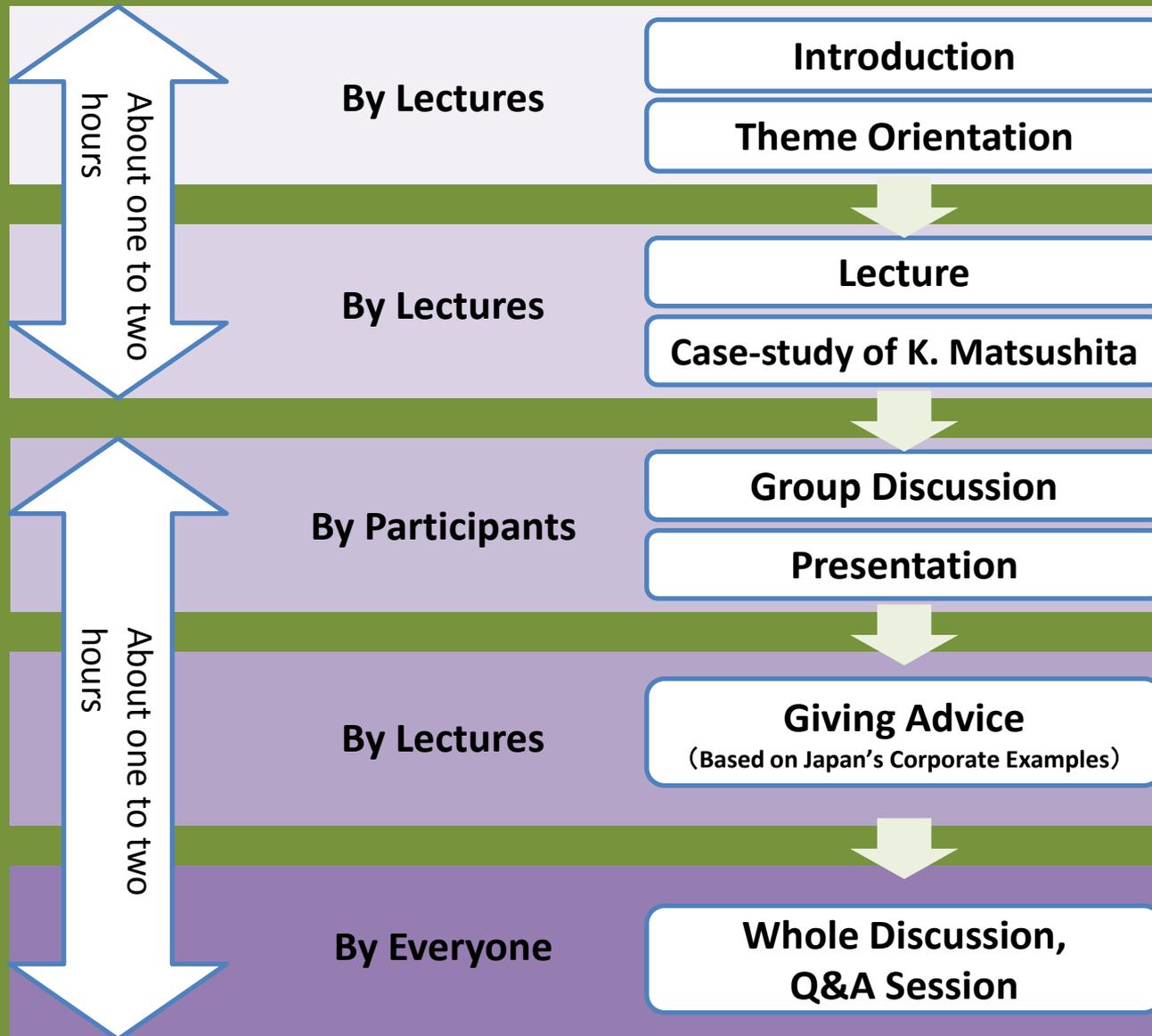
Round-table talks with CEOs of SMEs

【About 2 to 3 hours】

# Schedule Examples (one day)

One Day (e.g.)	
Time	Contents
8:00	Opening Session
9:00	Matsushita Memorial Library
10:00	Seminar (first-half)
11:00	
12:00	Lunch
13:00	Seminar (second-half)
14:00	
15:00	
16:00	Special Lecture
17:00	

# Seminar Flow



# Seminar Flow Examples

## –Mission and Vision–

### Three Basic Principles To Strengthen Business Management

#### INTRO- DUCTION

- Introduction of Konosuke Matsushita's mission and vision
- Three Principles: Taking Ownership, Coexistence and Mutual Prosperity, Collective Wisdom

#### LECTURE and Case-study

- K. Matsushita's idea about "Taking Ownership"  
Case-study:  
"Each factory is an independent company"
- Sunao-mind (untrapped mind) is a key to collective wisdom business management
- Knack of sunao-mind business management

#### Group Discussion

- What is your ideal mission and vision for your company? How do you attain them?
- How do you understand above three principles?

#### Advice Q&A

## –Management–

### Building a strong team spirit with collective wisdom of each member

#### INTRO- DUCTION

- PDCA cycle (plan-do-check-act cycle)
- Knack for a strong team spirit to build firm management

#### LECTURE and Case-study

- 5 Points for Making a Strong Team Based on Collective Wisdom
- ①Have a Direction ②Initiative ③Pull Together ④Take Ownership ⑤Mutual Trust  
Example: How to Utilize Collective Wisdom  
DVD: Let it Grow

#### Group Discussion

- Think of Your Mission and Vision
- What sort of people are ideal to achieve your mission and vision?

#### Advice Q&A

- Based on the 12 principles for human resource management by Konosuke Matsushita

# List of Past Main Lecturers (2012–2014)

LECTURER	COMPANY	STATUS	INDUSTRY
Shoji Sakuma	PIA Corporation	Outside Director	Entertainment
Takeshi Inoue	LFC Co., Ltd.	President	Logistics Processing
Naomasa Ochi	Tabio Corporation	Chairman	Socks production and sales
Atsushi Kojima	Ganko Food Service	Chairman	Eateries
Hideki Yokota	NETS TOYOTA NANGOKU	Board of Director Advisor	Car Sales
Hiroshi Tsukakoshi	Ina Food Industry	Chairman	Food
Yasuyuki Higuchi	Microsoft Japan	President	Information / Communication
Koichi Kimura	Miki House	President	Children Clothing Manufacturer
Kensuke Ito	KYOCERA Corporation	Advisor	Semiconductor
Atsushi Horiba	HORIBA, Ltd.	Chairman and President	Precision Equipment
Hisashi Sakamaki	Canon Electronics Inc.	President	Camera Manufacturer
Akio Kanai	FUJIMEGANE Co., Ltd	Chairman and President	Glasses Maker and Retailer
Katsuhiko Umehara	A One Seimitsu	Advisor	Precision Tools Manufacturer
Kenjiro Nakano	Keihanshin Building Co., Ltd.	President	Real Estate Business
Yoshiki Ohtake	Aflac Japan	Founder, Top Advisor	Insurance Business

# Recent Past Seminar Examples

## Xintai City Industrial Association (Business Philosophy and Human Resource Management)

SCHEDULE	
9:00 ~ 9:45	Matsushita Memorial Library
10:10 ~ 12:15	[Seminar] Human Resource Management K. Matsushita's Human Education
13:15 ~ 15:25	[Seminar] Human Resource Management Taking Ownership
15:35 ~ 17:30	[Seminar] Business Management Enhancing Business Management

On December 3, 2014, 26 business executives from Xintai City, China visited PHP Institute and studied about human resource management and learn about Konosuke Matsushita. They spent the entire day learning practical business management.

In the morning hours, they visited Matsushita Memorial Library inside PHP Institute head office in Kyoto and learned about K. Matsushita. After lunch, in the afternoon session, they learned about above themes.



## Tangshan Yan Mountain Steel Corporation (Managers Training Visit) Management Philosophy and Its Practice

SCHEDULE	
9:00 ~ 12:00	Matsushita Memorial Library
13:00 ~ 15:00	[Seminar] Quality Production Management Starts from Human Resource Management
15:00 ~ 17:00	[Seminar] Practicing Quality Business Management

On July 8, 2014, from Tangshan Yan Mountain Steel Corporation, 33 managers visited PHP Institute to learn about business management based on K. Matsushita's philosophy.

In the morning, they learned about K. Matsushita's thinking and business practice at the library through various videos and real voices.

In the afternoon, they had a seminar about business management on two topics: human resource management and business mission and vision.



# Research Staff

**Tejiro Sato** Executive Director  
Member of the Board, Research Division

Sato specializes in research on Konosuke Matsushita and his PHP Philosophy. He engages in wide-ranging, multi-dimensional research into Matsushita's views on the universe, human beings, life, society, and in particular his management philosophy, and has edited and produced books on these subjects.



**Tsuneo Kawakami** Senior Research Fellow  
Department of Matsushita Research Division

Kawakami graduated from the University of Essex in the UK, and received his M.A. in Sociology. In 2006 he became a researcher at Nanzan Institute for Religion and Culture, and in 2007 was an assistant professor of management philosophy at Kyoto University's Graduate School of Management. In 2008, he joined PHP Institute after receiving his Ph.D. from Lancaster University in the UK.



**Yusuke Watanabe** General Manager  
Department of Matsushita Research Division

Watanabe devotes himself to research on Japanese renowned entrepreneurs, including Panasonic founder Konosuke Matsushita and their management philosophies. Moreover, he engages in research on the relationship between Matsushita's management philosophy and other philosophies, in particular organizational behavior and management studies.



**Masaaki Matoba** General Manager  
Management Training Department

Matoba has continuously devoted himself to developing PHP seminars and program content. In 2001, he entered the Graduate School of Business Administration at Kobe University, majoring in Mission Management. In 2003, he received his M.B.A. Currently, he is studying for his Ph.D. in Business Administration at Kobe University. He is a registered small and medium enterprise management consultant.



**Masaharu Mushiake**  
Senior Business Consultant

Human Resource Development and Consultation, Establishment of Management Philosophy, Development of Training Programs for Employees, Cultivation of Corporate Culture, Humanity Education, etc.



**Ken Iwai** ex-Executive Director of PHP Institute

Iwai joined Panasonic Corporation in 1959 and in 1961 he was transferred to PHP Institute. Thereafter he was under the instruction of Konosuke Matsushita for 28 years and in charge of human resource development division for many years.



※Depending on the theme of the business seminars, we choose an appropriate research staff, lecturer and speaker.

# ACCESS and MAP



Venue: PHP Institute, Kyoto Office

〒601-8411 Kyoto Minami-ku,  
Nishikujo, Kitanouchi-cho, 11

**Only 5 minute-walk** from  
Kyoto Station, Hachijo-exit  
(There is a major shopping  
mall. Very Convenient!)



**At your request, we can customize your business seminar in Japan!**

We can conduct seminars at our Tokyo Office.  
Please feel free to contact us now!

PHP Institute, Inc. International Public Relations, Research Division

Email: [press@php.co.jp](mailto:press@php.co.jp) Tel: +81-75-681-4445 (English, Japanese, Chinese, Cantonese)

[www.konosuke-matsushita.com/en](http://www.konosuke-matsushita.com/en) (English) Facebook : [www.facebook.com/konosuke.matsushita.en](https://www.facebook.com/konosuke.matsushita.en)