

令和7年度 コーポレート・マスタリーゼミ

企業価値を高め

進化する

Round the Table

OFFICIAL PUBLICATION OF THE MILLION DOLLAR ROUND TABLE MAR | APR 2022

Centers of gravity

Become a star advisor by expanding the orbit of your professional network

ALSO:

Leverage staff and balance for productivity

PAGE 14

Secrets of best-in-class businesses

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Ethical considerations in a virtual world

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Six years ago, Japan's labor laws and regulations were undergoing major changes, and an existing client contacted **Noriyuki Matsuda** for a consultation. The six-year MDRT member from Aichi, Japan, previously worked in the human resources field, and the client, a business manager, had a question not about insurance but about handling workplace topics like harassment, overtime and dismissal, and labor disputes such as work-related accidents.

It was Matsuda's previous work experience that helped him develop a new focus as an advisor, blending financial assistance with workplace know-how.

"Business owners were often confused by the problems of workers and have numerous areas for which they need advice on the practical level, including issues stemming from lawsuits about occupational accidents," Matsuda said. "By having their concerns resolved, management can better focus on their work."

That experience alerted Matsuda to the professional opportunities related to labor laws, work reforms and managing the health of a company from a personnel standpoint. He realized, however, that his current focus on insurance and experience in HR left him uninformed on many of the current areas he needed to understand.

So he held study sessions with attorneys specializing in labor issues, creating a network of professionals outside of the financial services industry to help respond to the concerns of business owners. It means that clients can benefit from a financial, humanitarian and legal

perspective about, for example, working with the families of employees who have died in an industrial accident.

This adjustment to his practice was especially welcome because of something he was told when he entered the financial services profession: After 10 years, he would hit a wall and struggle to continue growing. Through the development of a new target market and new areas in which to learn, Matsuda found himself motivated and no longer afraid of the 10-year lag.

As part of his efforts with labor-related issues, Matsuda has also worked with companies to establish policies that create positive work environments that result in greater happiness for both employees and managers, with a variety of insurance products aiding this sense of security. The more Matsuda has worked with companies like this, the more he has been identified as an advisor who understands labor issues, leading to speaking opportunities at different organizations and a greatly expanded clientele.

Part of that comes from companies that want Matsuda to help review internal rules and propose various programs to aid in employee welfare and risk management.

"Management is always thinking about the survival of the company as well as the future of its employees, and managers are sometimes deeply worried," he said. "We believe that not only knowledge but a seamless experience between the people who hire and the people who work is crucial to prevent prioritizing the profits of the company over the people who drive those profits."

Speaking of the future, Matsuda has no interest in facing another professional plateau. Using the challenges of the pandemic as a guide, he has begun providing online financial literacy training (something he knows many others have done as well) and has sought input from numerous demographics via SNS regarding their feelings about insurance.

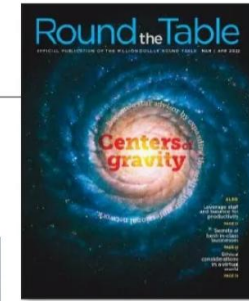
"Now that society has undergone major changes due to COVID-19, I want to develop new ways to communicate with various people, regardless of industry," he said. "As we look ahead, it is important to get hints from younger generations — as well as the opinions of business owners and older people." ●

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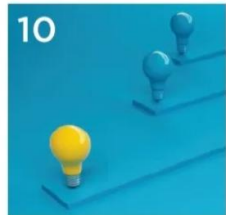


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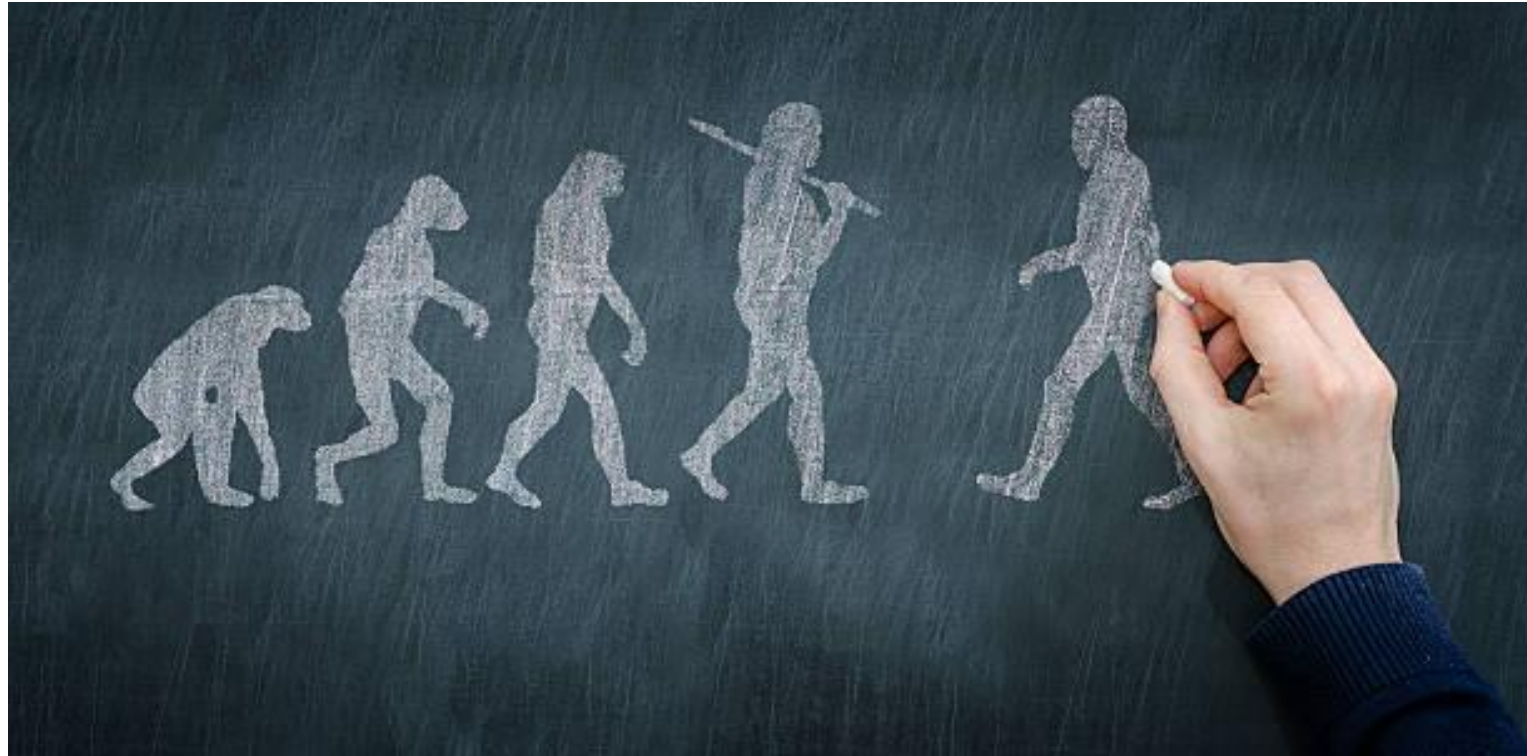
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Own Evolution



令和7年度 コーポレート・マスタリーゼミ

選ばれ続ける企業で
在り続ける



ブレずに
変わり続けること



9 questions









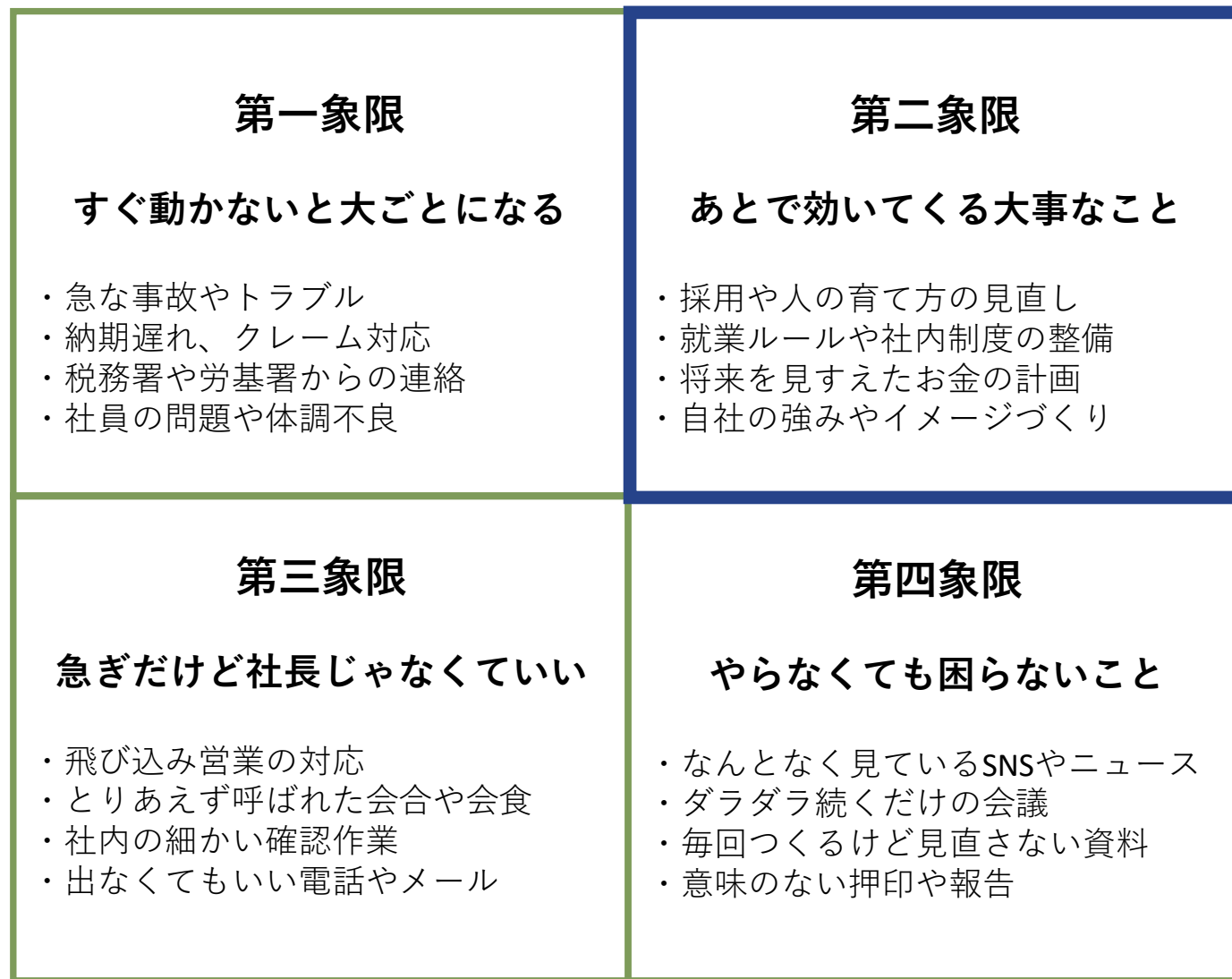
Big things
start small...



未来を変える
種がある



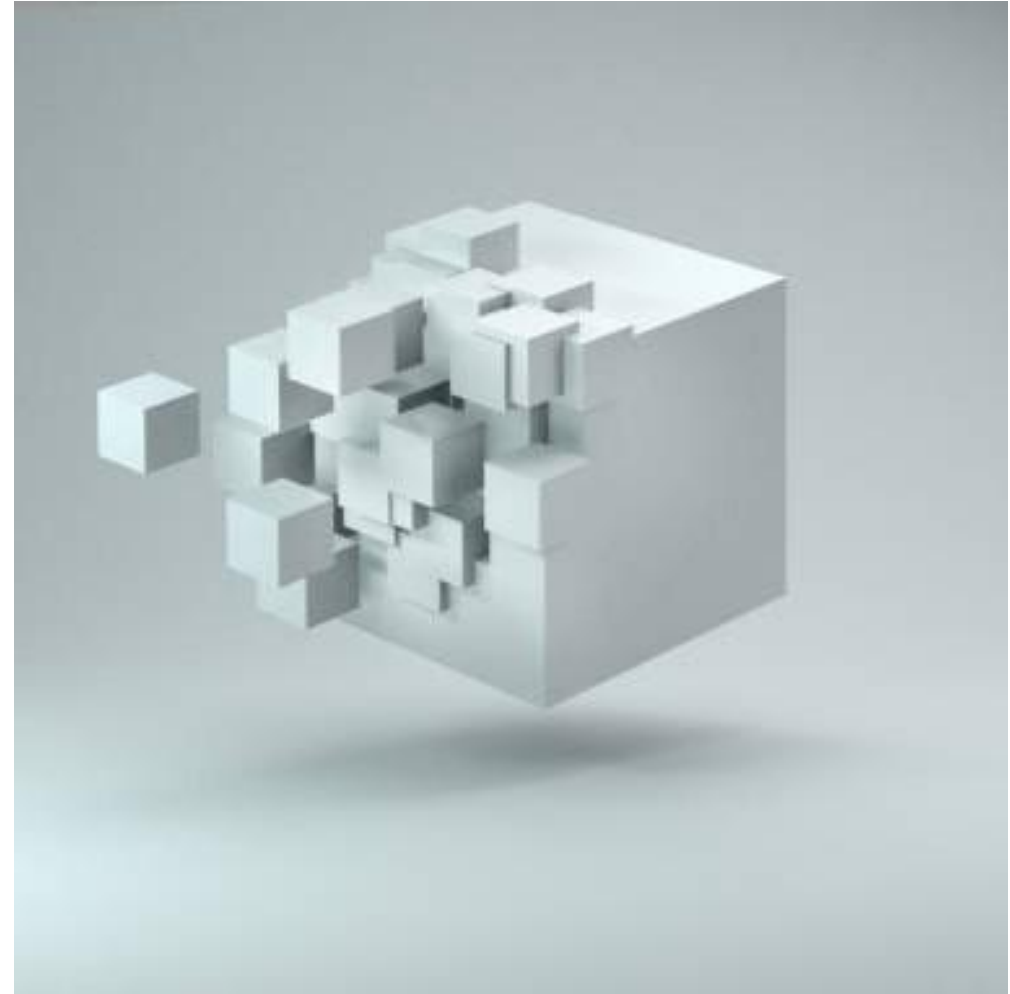
重要度





カリキュラムについて

3D & Action





はたらきたくなる 会社を目指す

ゼミについて

ゼミの目的：出来るだけ多くの経営者のお役に立ち、世の中から選ばれる会社を増やしたい。

- ① 1 ～ 3 年ゼミ生中心の内容
- ② 8 割の基礎部分は同じ内容、2 割はアップデート
- ③ 3 年生以上のゼミ生はオブザーバー兼相談役
- ④ 二部は新ゼミ生の相談タイム

※顔見知りや内輪だけで盛り上がらない

※役職は抜きで1ゼミ生として参加（さん付け）



コンサルティング事業

企業研修・ヘルスマネジメント・産業カウンセリング・



ブランディング事業

ブランドコンセプト・ブランドデザイン開発



勸折癯な厶相紋啜のサポート

企業のあらゆる側面を支援し、労働問題の解決からブランド戦略まで幅広く対応。各分野の専門家が協力し、企業の成功を支援します。



壓襴癯な紋啜擢捌

広い分野からの知見を統合し、財務、人事、労務、法令に関する包括的なアドバイスを提供。多角的な視点からの経営支援を実現します。



刁更きな耜埠瑣堦の刮混

従業員と経営側の両方に幸福をもたらす、職場環境の構築を支援し、従業員のモチベーション向上や生産性の向上に貢献する。





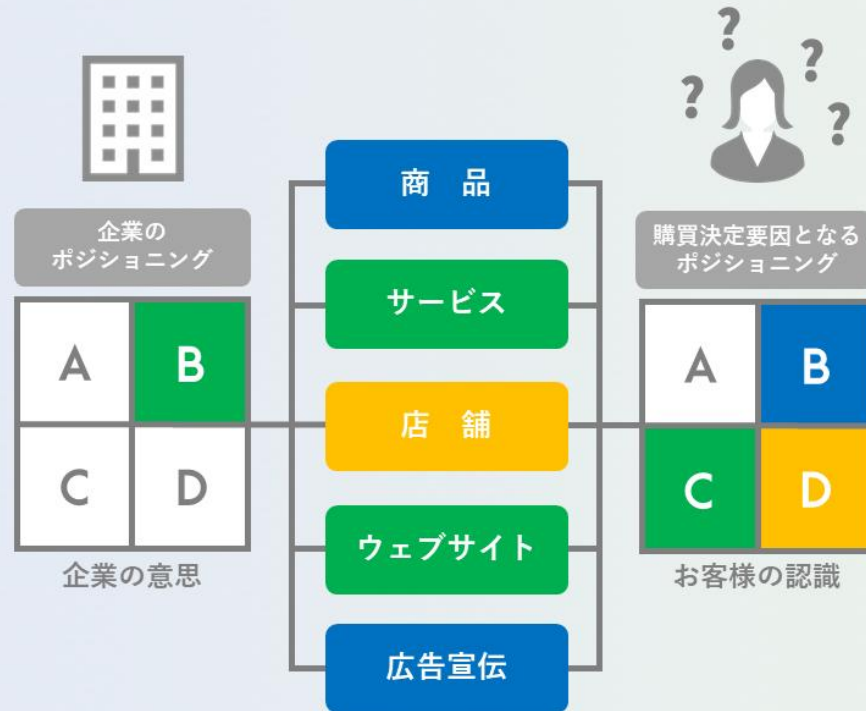
アデコグループ（英: The Adecco Group）は、スイスに本部を置く世界最大の総合人材サービス企業。世界60を超える国に5,000を超える拠点があり、3万4,000名を超える社員がいる。世界の企業を対象とした総収益ランキング「フォーチュン・グローバル500」に選抜されている



株式会社リクルートホールディングス（英: Recruit Holdings Co.,Ltd.）は、東京都千代田区丸の内には本社を置く、求人広告、人材紹介、人材派遣、販売促進、ITソリューションなどのサービスを手掛ける。海外売上高比率は55.5%。



ブランドタッチポイントに一貫性がない現状



ブランドタッチポイントが連動しポジショニングも一致

