Japan Job Searching Seminar
-For Your Successful Career Development in Japan-

Brainstorm Worldwide, Inc.
Benefits & Issues of Working for Japanese Companies

**Benefits**
- Seamless & efficient career plan with good & stable salary in-flow
- Combination of theoretical study and practical jobs
- Great chance to leverage your skills and become outstanding workforce "GLOBAL TALENT"

**Issues & Hurdles**
- Business level Japanese skill is essential
- Long long recruitment term starting from the junior year (3rd grade)
- Unique business culture inside Japanese company
- Longer process to become manager

**Environmental Changes & Opportunities**
- Rapidly increasing demand of global human resources
- Future opportunities to become a bridge between mother country and Japan in the business setting
- Japanese companies realizes that they should change, and international students can be change leaders!!

*Focus!!*
Current Recruiting Time Frame for Japanese Students

(Source: http://www.jasso.go.jp/job/guide_e.html)
Japanese Companies' Expectations to International Students

Why Japanese companies hire international students

When asked the reason for hiring international students, companies that had hired international students in the past frequently responded, "We want to secure excellent human resources regardless of their nationalities." This was followed by, "We want them to contribute to our business globalization" and "We need to use foreign language(s) for our work." The reasons for hiring international students correspond to diversity strategies and globalization.

Future roles expected of international students

Nearly 50% of all companies other than those that hired foreign nationals to utilize their characteristics and companies that had a higher ratio of conducting business overseas, regarded their foreign employees as being at the same level as other Japanese employees.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Because we want to secure excellent human resources regardless of their nationalities</td>
<td>65.3%</td>
</tr>
<tr>
<td>Because we want them to contribute to our business globalization</td>
<td>37.1%</td>
</tr>
<tr>
<td>Because we need to use foreign language(s) for our work</td>
<td>36.4%</td>
</tr>
<tr>
<td>Because we want to bring in skills and ideas unique to foreign nationals</td>
<td>9.4%</td>
</tr>
<tr>
<td>Because we cannot gather high-level human resources in Japan</td>
<td>3.8%</td>
</tr>
<tr>
<td>Because we can lower personnel costs by employing foreign nationals</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other</td>
<td>3.5%</td>
</tr>
<tr>
<td>No specific reason</td>
<td></td>
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</tbody>
</table>

We regard them as being at the same level as general Japanese employees | 48.9%      |
Specialized human resources in charge of transactions with overseas parties | 19.3%      |
Specialized human resources that utilize advanced skills and technologies | 15.5%      |
Management personnel at overseas offices                               | 9.8%       |
Management personnel in charge of managing the entire company/company group | 3.0%       |
Other                                                                  | 1.1%       |
No response                                                            | 2.3%       |

(Source: Job Hunting Guide for International Students 2011)
## Issues of current recruiting procedure for Internationals

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<tbody>
<tr>
<td>Recruiting information is distributed mostly by Japanese magazine, corporate website, direct mails, seminars and approach from alumni. Therefore, it is not easy for international students to access to job opening information.</td>
<td>In addition, most information is provided in native level Japanese, not English. While business level Japanese skill is definitely required to work for Japanese companies, this language barrier is much higher than necessary.</td>
<td>Pressently, most Japanese companies start recruiting for new graduates in the 1st half of their junior year (3rd grade).</td>
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</tbody>
</table>
## Current Recruiting Time Frame for Japanese Students

### How to Conduct Job Hunting Activities

The keys are when you start and information gathering!

Begin job hunting activities early and acquire enough information to allow you to act efficiently.

This is the key to successfully finding employment in Japan.

First, let's look at what you need to do and when you need to do it.

**Schedule to succeed in job hunting**

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Self-analysis and evaluation (B)</td>
</tr>
<tr>
<td></td>
<td>Examine industries / Examine jobs (B)</td>
</tr>
<tr>
<td></td>
<td>Participate in internships and open seminars (B)</td>
</tr>
<tr>
<td></td>
<td>Request Information and cost applications (B)</td>
</tr>
<tr>
<td></td>
<td>Fill out application forms (B)</td>
</tr>
<tr>
<td></td>
<td>Write a resume (B)</td>
</tr>
<tr>
<td></td>
<td>(The peak starts around December. Application forms can be acquired beginning around October, depending on the company.)</td>
</tr>
<tr>
<td></td>
<td>Company briefing sessions (B)</td>
</tr>
<tr>
<td></td>
<td>Visit alumni (B)</td>
</tr>
<tr>
<td></td>
<td>Write tests and aptitude tests:</td>
</tr>
<tr>
<td></td>
<td>Interviews and group discussions (B)</td>
</tr>
<tr>
<td></td>
<td>Register yourself on pre-employment information websites.</td>
</tr>
<tr>
<td></td>
<td>October</td>
</tr>
</tbody>
</table>

Information sources and content to be gathered:

- **University career center**
  - Corporate recruitment information
  - List of graduates
  - Individual counseling on finding employment
  - Job hunting reports from former international students

- **Newspapers**
  - Company recruitment information
  - List of graduates
  - Individual counseling on finding employment
  - Job hunting reports from former international students

- **Internet**
  - Corporate recruitment information
  - Requesting information and filling applications
  - Job hunting reports from former international students
  - Applying for seminars
  - Word-of-mouth information

- **Public Offices**
  - Job-seeking information not available at university
  - Individual counseling on finding employment
  - Information for foreign nationals

(Source: Job Hunting Guide for International Students 2011)

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Job Fairs for International Students

(Source: JASSO website, http://www.jasso.go.jp/job/#junbi1)

(Source: http://www.jobfair.jp/jp/)
"TO-BE" Recruiting Time Frame for International Students

- April: Research for corporate information and prospective positions
- May: Seminar, company visit
- June: Interview, test, group discussion
- July: Internship
- August: Offering
- Sept.: Preliminary preparation and training before starting jobs
- Oct.
- Nov.
- Next April
Our Approach to Attract Japanese Companies' Attention

Process for matching talented students and Japanese companies

1st Seminar & Discussion with International Students (This time)
Explanation to Japanese Companies' HR dept.

2nd Seminar & Discussion
Int'l students & Japanese companies

Hiring Arrangement
- Interview, testing
- Internship
- Formal offering
- Preliminary prep.
Key Questions for Interview

1. Please introduce yourself.

2. Why you want to work for this company?

3. What are your strengths, specialities, uniqueness and weaknesses? What kind of experiences can you leverage?

4. What kind of roles/functions do you want to do at the workplace? What kind of contribution can you make?

5. What is your mid-term career target?
Career development path to be PROFESIONAL

- New graduate:
  - Study in Japan

- 3-5 years:
  - Practical working experiences

- 5-10 years:
  - Strengths Skill sets Track records

- 10 years -
  - Professional focus Management skill

Focus & Positioning

Mid-term career goal
"Tips for becoming global talent"

Mr. Toure Cheikh Oumar

2009: Founded Global Ummar Corporation and became CEO
2008 to 2010: Worked for Mitsubishi Plastics, Inc.
2000 to 2008: Worked for Toshiba Corporation-PC Company
2000: Master in Economics, Hitotsubashi University (Tokyo, Japan)
1998: Bachelor in Economics, Yokohama National University (Tokyo, Japan)
1992: Japanese Government (Mombusho) Scholarship award
1992: French Baccalaureat Statement of diploma's achievement – Lycee Blaise Diagne (Dakar, Senegal)
JAPAN WORK SEMINAR
AT KOMABA INTERNATIONAL EXCHANGE CENTER

1. INFORMATION COLLECTION AND KNOW-HOW TO LOOK FOR JOB IN JAPAN
2. PROBLEMS WITH THE RECRUITMENT SYSTEM OF JAPANESE COMPANIES
3. THE PHILOSOPHY BEHIND MY OWN CAREER PLAN
4. IMPORTANT POINTS IN SELECTING A JAPANESE COMPANY
5. POINTS TO BE AWARE OF AT THE SELECTION EXAM AND INTERVIEW
6. THINGS TO BE AWARE OF AFTER ENTERING A JAPANESE COMPANY.

Toure Cheikh Oumar
- First, fix yourself a precise mid-term career goal and fit your objective of working in a Japanese Company into your overall career plan.

- Next, find out your own Comparative advantage (Specialties, special skills, languages) which make you more competitive on the Japanese Job Market or with Japanese companies.
1. 留学生が就職活動する際の情報収集方法・取り組みノウハウ
(INFORMATION COLLECTION AND KNOW-HOW TO LOOK FOR JOB IN JAPAN)

- Then, spot or determine a “niche” of potential hiring Japanese companies who both fulfill the above two conditions: Job fitting your mid-term career plan AND also where you can fully “appeal” your Comparative advantages (Think about your future promotions!).

- Never go for a Job offer simply because of the Company name (targeting only famous companies, regardless of the in-depth career perspective they offer).
Many companies focus more on the so-called “Potential” of the student to be hired, at the disadvantage of his real career plan (Example of many Big –Fortune 500- Japanese companies focusing their recruitment on students from Famous –Top Ranked- Universities, with going to much in-depth with the desired future career-plan of the student to be hired); this above system has 2 reverse effects:

A) Many students from “less Highly Ranked” Universities, with high potential and most importantly whose CAREER PLANS FIT PERFECTLY these COMPANY’s MID-TERM GOALS are “Left behind” or ignored. This result in a High Potential Loss for Both Parties (The Company and the Student).
B) The Students from “High-ranked” universities also loose in the process: they are “aggressively Hunted” for Hiring by many (specially big) Corporations, and in the process, there is to my opinion, not enough emphasis and scrutiny into the long “career plan” of the student. As a result, in recent years, many “high-ranked” universities’ students engage very actively into “Job Change /Career Change Activities “ (Tenshoku Katsudou).
Most importantly for Foreign Students, the above points must be kept in mind: Many foreign students with High Potential and/or from “Famous” Universities got hired by specially Big (also small) Companies, WITHOUT THE COMPANY HAVING A PRECISE CAREER PLAN for this Foreign Recruit.

Or there is a CAREER PLAN, but unfortunately WITHOUT TIME FRAME (No Plan about WHEN is the next step in promotion or career advancement, Job shift to the Foreign Student’s Home Country, etc). As such, here also in the recent years a very strong trend of FOREIGN STUDENTS hired in Japanese Companies looking actively for Career/Job Changes after several years of work in that Japanese Company.
The Philosophy behind my Career Plan:

1. To be able to use **Fully both my “Acquired” Skills** (through my academic background, etc) and also “Natural” skills (special gifts, talents-like communication skills, etc-) in my Career plan.

2. To **Evolve on an INTERNATIONAL Level** (not to be “stucked” with a Company which evolves only locally, without any International Vision). Ideally, target Career Path in Companies which link their Business with my Continent (Africa), and even better if they link with my Country (Senegal).

3. Career Path where I can **ensure my self-development** (acquisition of knowledge, skills and self-improvement).
Never be obsessed by the Fame or “Big name” of the company, put your own CAREER OBJECTIVES first and Foremost.

Please clarify with yourself, what you want to earn with a Career in a Japanese Company and do fit it in your WHOLE LIFE CAREER VISION/CAREER PLAN.

Try your best to have a very frank talk (in depth-talk) with one Senior already hired in that company and most preferably, a Foreigner – Ex-Foreign Students like yourself.

Take well into consideration the opinion of the company insiders mentioned above before making your final decision to join that company.
5. 採用試験・インタビューなどでの注意点

(POINTS TO BE AWARE OF AT THE SELECTION EXAM AND INTERVIEW).

- **Good Manners** *(but be Natural*, you cannot “imitate” the Japanese style of “extreme”(sometimes exaggerated) politeness – As a Foreigner you will look “Ridiculous” and very “un-natural) in the eyes of some Japanese recruiters.)*

- **Make sure that you answer adequately to the question “Why you want to enter ‘OUR’ company”** (Imagine that you are the recruiting Japanese Company and Look at someone of your Profile. “How and Where” would you like to make use of him ?). **Your answer to the above question should be accordingly.**

- **Be concise and confident** in your replies : You will look more matured and fill the heart of the recruiter with “Confidence” in recruiting you.
6. 入社後に気をつけるべきこと

(THINGS TO BE AWARE OF AFTER ENTERING A JAPANESE COMPANY.)

- The first 6 months to one year are what we can call the “Honey Moon” Period. Specially when you are someone different, who stands out of the group (as you will be since you are a foreigner), you will get the attention and the care of everyone. HOWEVER, please be aware that this is ONLY a temporary stage: You will start to get “bullied” or receive pressure “from the top” after this idyllic stage finishes.

- Compared to Foreign Companies, Japanese Companies “Work-style” put a stronger emphasis on the “ATTITUDE” at work rather than the “PERFORMANCE”. Sometimes (or most of the times, depending on the company), someone with the “Right” attitude but with “very poor work performance” gets promoted faster than the one with the “Outstanding Performance but – Not Right- attitude.
6. 入社後に気をつけるべきこと

(THINGS TO BE AWARE OF AFTER ENTERING A JAPANESE COMPANY.)

➢ Being from a culture different from the Japanese culture, many foreign students will have difficulties to mold themselves in the “Good attitude/ Poor Performance is OK” pattern and will be frustrated by what can be called “Unfair” Promotion of “Poor performers” with Good attitude.

➢ The Best way to avoid that “How to get Promoted” Puzzle is to FIX TARGET (NUMBERS) at the time of Final Recruitment your Career Path with the Japanese Company willing to hire you : the “When ?” “What ?“ “How?” of your career path in numbers : Example : “Which Target Position, In which Country after how many Years ? ”.
Positive cycle of collaborative success

[Diagram showing the relationship between Japanese Companies, International Students, and Brainstorm Worldwide, Inc.]
Mutual Benefit for Japanese Co. & International Talents

Brainstorm Capability Maximization Framework

1. Recruiting stage
   Prep. for engagement
   - More understanding about international students as talents
   - Recruiting based on "TO-BE" time frame
   - Preparatory training

2. Apprentice stage
   Skill development
   - Introductory support program for developing global talents
   - Facilitation of globalizing corporate culture
   - Training for prospective managers
   - Practice of real business
   - Understanding about products and their market strengths
   - Development of business know-how & managerial skills
   - Development of own business plan

3. Global Career
   Managerial position
   - New business expansion utilizing global talents
   - Development of local business network
   - Managerial position
   - Central roles for new business in global market
   - Execution of development

- Arrangement of recruiting procedure especially for intl. students
- Support for the preparatory training program before engagement
- Support for introductory training for new workforces
- Corporate globalization program
- Business plan development training/clinic
- Global business execution
- Support for local business development
Request for Feedback

Please fill the feedback questionnaire.
Your feedback would be anonymously summarized and presented Japanese companies which are seriously considering about hiring international talents.

Your contribution would be a great energy for future change.

FYI, please visit our website http://www.brainstormww.com/hr/. Or contact us via e-mail contact@brainstormww.com.

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