



Helping to Bridge Cultural Differences between Japan and the United States

Surviving Japan! A Business & Cultural Toolbox for the American Business Person
Program designed to equip the American business person with basic tools and practical tips for maximizing success when going on a business trip to Japan and/or working with Japanese.

Yes, Japan does play by a strikingly different set of rules. But, equipped with even a basic set of cultural tools, you can make huge strides towards building effective bridges in your business relations with the Japanese. These bridges can and will have a direct impact on the bottom line of your business.

In **Surviving Japan!** we will start you on that journey and equip you with tools and resources to navigate the remainder of the journey with confidence on your own.
Program focuses on the following (adjusted in accordance with needs):

- Comparative Overview of Historical, Cultural & Business Differences between U.S. and Japan
- Key Japanese Cultural Concepts
- Japanese Business Protocol (business cards, appropriate dress, seating protocol, decision-making, management style)
- Japanese Social Etiquette (gift giving, dining/drinking etiquette, basic do's & don'ts)
- Basic Japanese Language Lesson
- Communication & Presentation Tips when Presenting to Japanese

A customized version of this program, tailored to meet your specific business needs, is available upon request.

For a program targeting specific challenges western women face when working with the Japanese is available, please see [Surviving Japan! A Business & Cultural Toolbox for the Western Business Woman.](#)

All Bridges to Japan Programs are customized to our client's needs and requests, including:

- group case studies and quizzes
- take-home manuals and opportunity for individual follow-up with consultant
- varying lengths of seminars
- highly interactive training sessions
- ample time for questions from participants
- post-seminar questionnaire for participants with feedback provided to client

(e) info@bridgestojapan.com • (v) 646-470-6485

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