

24 November 2020

**TBWA\HAKUHODO, P&G AND WE CONNECT JOINTLY HELD
WOMEN ENTREPRENEURS DEVELOPMENT PROGRAM****- P&G know-how and training shared for essential business leadership skills training -**

TBWA\HAKUHODO, together with Procter and Gamble Japan (Hereinafter referred to as P&G Japan) and WE Connect International carried out the “Women Entrepreneurs Development Program (WEDP)” for women business leaders from Sep 24 to Oct 6 2020, via online.

WEDP is a program that was designed to foster the growth of more women entrepreneurs in Japan. So far, the program has been held in Singapore, Indonesia, Mexico, Brazil and South Africa.

Through its rich creative oeuvre, TBWA\HAKUHODO has consistently been sending out the message of diversity and inclusion to the world while P&G Japan, has continuously and proactively pushed for the growth of women-led entrepreneurship with “diversity and inclusion” as its core business strategy. Both companies understand how fundamental diverse business leadership is for true success and innovation. It is this common viewpoint at the heart of both companies involved, that led to this partnership being formed, to support women entrepreneurs in Japan.

This workshop was structured with the curriculum that covers essential business skills to empower women business leaders, including the hitherto undisclosed-to-the-public know-how of P&G leadership training, business planning/implementation and D&I. Also TBWA\HAKUHODO shared its knowledge in the fields of marketing communication along with a vast array of case studies.

Designed to help women entrepreneurs explore and discover ways to strengthen their businesses, President of P&G Japan, Stanislav Vecera and President of Sunny Side Up Etusko Tsugihara, along with other leaders within P&G Japan were invited to speak and share with the participants.

All the sessions were held online, with 17 women entrepreneur participants from a wide variety of fields including language teaching, fair trade businesses, career support, fashion, systems development and the chemicals industry.



The program consisted of lectures and presentations from the speakers, along with discussions which were particularly rich and active.

Some of the comments received on the last day of the program included such inspiring and inspired points of view such as "I felt quite alone until now in my quest to become a good leader for my company, the knowledge I received here has really helped me", "Here, I managed to develop a network with women entrepreneurs and business owners who I otherwise may not have met...it`s been wonderfully stimulating and a very enriching experience", "I`m eager to apply what I learned here and to continue leading my business".

TBWA\HAKUHODO will continue to do everything it can to support women empowerment in all fields, and will also continue to help build a more inclusive society for all people.

[Program Contents]

- The Secret to Growing Society and Organization (P&G Japan CEO Stanislav Vecera)
- To next generation women leaders (Sunny Side Up Group CEO Etsuko Tsugihara)
- Influence-Think process to deliver better presentation + WFH tips
- Marketing-Understanding & Growing your Business
- Leadership training
- Creating a Financially Sustainable Business model for your Business
- Purchase-Understanding Procurement Process of Global Companies
- Diversity and Inclusion
- Build your Brand by Leveraging Technology (TBWA\HAKUHODO Yukiko Hattori)
- Sales - Understanding & Reaching your customer
- Business Presentation Session, Graduation ceremony

[Program Highlight]**Opening (P&G Japan CEO Stanislav Vecera)**

Mr. Vecera had a session on "The Secret to Growing Your Society and Organization as a Leader". Based on his 15 years of experience as a leader, he spoke about the importance of having a solid vision and facing the same direction as all employees.

To next generation women leaders (Sunny Side Up Group CEO Etsuko Tsugihara)

Ms. Tsugihara, who has been at the forefront of the PR industry in Japan and has grown the company to become the 18th largest PR firm in the world, advised the female entrepreneurs on various concerns raised by them as a woman leader. She stressed the importance of relationships with partners and employees.

Marketing-Understanding & Growing your Business / Leadership Training

The very special, undisclosed-to-the-public P&G training included marketing case studies from P&G's past, as well as learning about the essential leadership qualities of a business leader.

Sales-Understanding & Reaching your customer

P&G's expertise in customer understanding and sales strategies, which are highly regarded in the industry was shared with easy-to-understand case studies. Sales is not simply selling to customers, but a process of understanding the customer's business and their customers, making proposals that promote mutual value, building strong business partnerships, and operating a collaborative business with continued PDCA cycle.

Diversity&inclusion

Diversity and inclusion is an indispensable issue for all companies. P&G, which views diversity and inclusion as a core management strategy and aims to create an organization in which all employees can make the most of their abilities, introduced its approach to understanding diversity and inclusion more deeply and applying it to management.

Build your Brand by Leveraging Technology (TBWA\HAKUHODO Hearts&Science Senior Planning Director Yukiko Hattori)

By introducing case studies of successful new brand and business development using rapidly evolving digital technologies, she shared tips on how to incorporate and expand digital into the business.

Business Presentation & Graduation Ceremony

On the last day of the training, women entrepreneurs presented their businesses, applying what they had learned in the training so far. At the graduation ceremony, participants exchanged their impressions of the training and took a commemorative photo with their certificates. The event served as a reminder of the valuable network that has been nurtured among women business owners.

■About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA' s DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo' s in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high-quality solutions to all of our clients - solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>

■About P&G

P&G engages in the lives of people around the world and make it better, through our trusted and superior quality products. In Japan P&G brands include; laundry detergents - *Ariel, Bold, Sarasa*, fabric softener *Lenore*, air freshener *Fabreze*, kitchen detergent *Joy*, diapers *Pampers*, Feminine care pads *Whisper*, hair care brands - *Pantene, h&s, Hair Recipe*, skin care products *SK-II*, shaving care brands - *Gillette, Braun* and oral care brand *Oral-B by Braun*.

<https://jp.pg.com/>

■About WEConnect International

WEConnect International is a global network that connects women-owned businesses to qualified buyers around the world. We support corporate members (80 multinational corporations) who have made a commitment to sourcing from women-owned businesses around the world, and the annual purchasing power of these multinational corporations exceeds \$1 trillion. In our mission to help women-owned businesses succeed in the global value chain, we identify, educate, register and internationally certify non-U.S. women-owned businesses that are at least 51% owned by women and run by one or more women, and facilitate matches with the procurement departments of multinational corporations. There are 25 branches worldwide, with approximately 7,982 registered female executives in 112 countries (as of December 3, 2018). The Japan office was established in April 2018.

<https://weconnectinternational.org/en/>