

March 17 2022

## TBWA\HAKUHODO SUPPORTS “P&G ACADEMY FOR WOMEN ENTREPRENEURS” JOINTLY HELD BY P&G AND WECONNECT INTERNATIONAL

P&G know-how and training shared for essential business leadership skills  
to 21 women entrepreneurs from all around Japan

TBWA\HAKUHODO has supported carrying out the “P&G Academy for Women Entrepreneurs (hereinafter referred to as P&G Academy)” jointly held by Procter and Gamble Japan (Hereinafter referred to as P&G Japan) and WEConnect International for business leaders of women-owned companies (※ companies with more than 51% of the shares are owned by women), from Feb 1 to Mar 8 2022, via online.



P&G and WEConnect International have been conducting training programs in various countries, including Singapore, Indonesia, Mexico, Brazil, and South Africa, with the goal of contributing to the development of leadership and business skills of women entrepreneurs. From this year, the program has been rebranded and conducted under the unified title of "P&G Academy" .

P&G Japan, with “diversity and inclusion” as its core business strategy, believes that the diverse business leadership is fundamental for the continuous innovation and development of society. TBWA\HAKUHODO that shares the viewpoint on diversity with P&G Japan formed a partnership for localization of this program in Japan and held the first program in 2020 with 17 participants. In this year, which is the 2nd time this program is held, 21 women entrepreneurs of all ages, company sizes, and a wide range of industries - including manufacturing, transportation, construction, health, and career support - participated from all over Japan.

Program attendees had multiple interests including how to enter new business areas, human resource development, and work-life balance, and the P&G Academy workshop-structured program curriculum touched on these topics and more, sharing the hitherto undisclosed-to-the-public know-how of P&G Japan, TBWA\HAKUHODO and WEConnect International. Designed to help women entrepreneurs explore and discover ways to strengthen their businesses, President of P&G Japan, Stanislav Vecera and President of WAMazing Fumiko Kato, along with other leaders within P&G Japan were invited to speak and share with the participants about skills and personal tips on essential business skills including leadership, marketing communication, or equality & inclusion.

All the sessions were held online and consisted of lectures from the speakers, along with enthusiastic participation and engagement among the participants through small group discussions, presentations and after-session networking time. Some of the comments received on the graduation ceremony of the program held on International Women's Day included such inspiring points of view such as "While it is a challenging time to meet new people, 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 contribute to make small but good changes to the world as a woman and as an entrepreneur", and "I have already started applying things I have learned in the curriculum and I think it is a huge step forward for my company... I will continue use my head, heart, and hand with positive attitude to solve business challenges."

Through its rich creative oeuvre, TBWA\HAKUHODO has consistently been sending out the message of diversity and inclusion to the world. It 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.

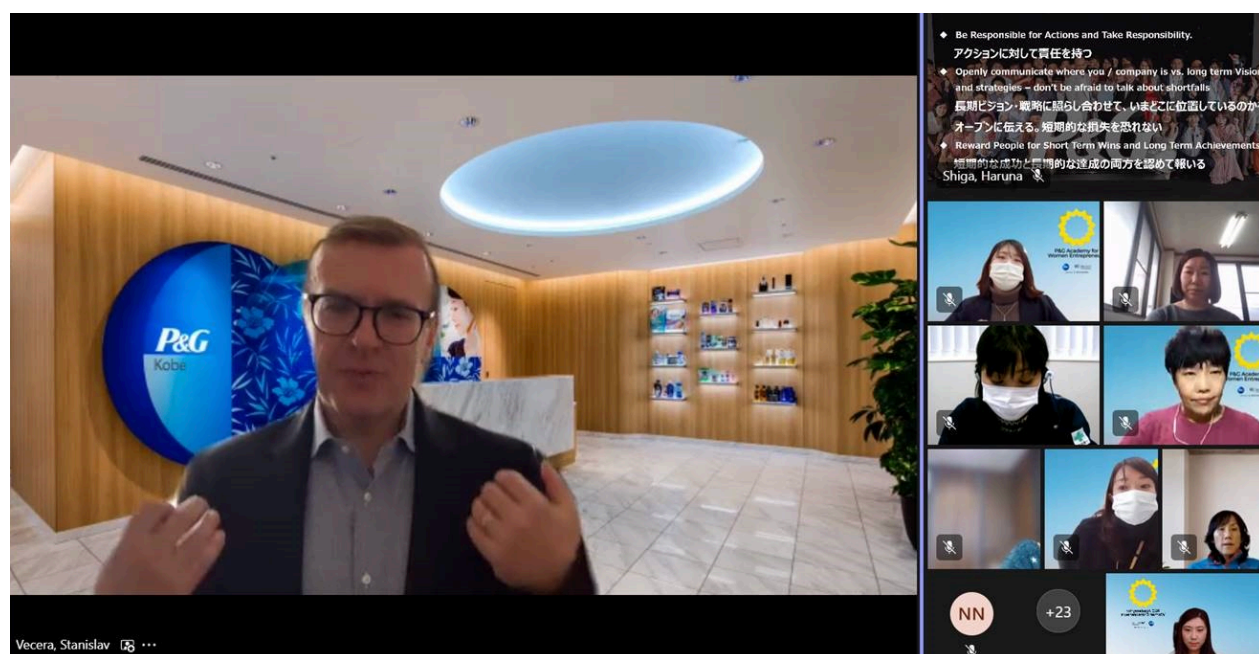
#### **【Program Contents】**

- The Secret to Growing Society and Organization (P&G Japan CEO Stanislav Vecera)
- Managing an in-bound travel business start-up during the pandemic (WAMazing CEO Fumiko Kato)
- Leadership training
- Marketing-Understanding & Growing your Business
- Build your Brand by Leveraging Technology (TBWA\HAKUHODO Media Planning Director Rikako Ito)
- Purchase-Understanding Procurement Process of Global Companies
- Stress management

- Equality and Inclusion in P&G (Realizing Equal opportunity and an inclusive world)
- Management skills for managers and leaders
- Effective communication skills and WFH tips
- Business Presentation Session,
- Panel discussion with the 2020-year program graduates, graduation ceremony

## 【Program Highlights】

### The Secret to Growing Society and Organization (P&G Japan CEO Stanislav Vecera)



Stanislav Vecera, President and CEO of P&G Japan, shared his five secrets for growing a business and an organization as the head of a company. Based on his 15 years of experience as a leader, he spoke about the importance of having a solid vision, facing the same direction with all employees, and actively communicating with employees with a positive attitude.

### Managing an in-bound travel business start-up during the pandemic (WAmazing CEO Fumiko Kato)

Ms. Kato, the founder of WAmazing, a tourism platform for foreigners visiting Japan, shared her strategy of launching a startup and expanding its services and customer base. She also spoke candidly about her experience on what measures she took to overcome the hit of COVID-19, which spread shortly after the service was launched. Ms.Kato also offered advice on various issues raised by women entrepreneurs. She emphasized the need to think calmly and take action even in times of crisis.

**Leadership training**

Emphasizing that what ultimately separates a Good to Great company is "leadership," the instructor shared the "5E Model" for good leadership. Participants compared their current leadership style to the 5E Model and discussed plans that they can immediately put into practice.

**Marketing-Understanding & Growing your Business**

Based on the belief that marketing is "brand building", the instructor explained the concept of clarifying the purpose, target, method, and message to be conveyed to the consumers through the elements of WHO - HOW - WHAT. With P&G's past cases, the participants could understand the thought process of developing actual marketing strategies.

**Build your Brand by Leveraging Technology****(TBWA\HAKUHODO Hearts&Science Media Planning Director Rikako Ito)**

Using a variety of up-to-date data to demonstrate rapidly evolving media usage trends and changing consumer demands, the instructor discussed how digital technology can be used for successful brand and business development with some case studies. She compared the features of each digital platform and shared tips for building brands on digital in accordance with the business and target customers.

**Purchase-Understanding Procurement Process of Global Companies**

Basic knowledge of the procurement process and detailed steps to be taken at each stage as well as points to consider as a supplier was explained with materials that are actually used day-to-day. In the discussion, participants shared thoughts and questions based on their own experiences, such as what is necessary for a small-to-medium-sized company to become a supplier to a global company. The instructors emphasized the importance of "having your own strengths, communicating closely to build tight relationships, and making maximum use of owned media."

**Stress management**

A public health nurse of P&G, which believes that "Healthy Business comes with Healthy People", explained the concept of occupational health and its importance, and shared management skills, strategies, and tips for mental health in the workplace. Participants discussed how to manage anger in their relationships with employees, and their customers, and about "health management"

**Equality and Inclusion in P&G (Realizing Equal opportunity and an inclusive world)**

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 equality & inclusion in the workplace and shared skills and tips on how to actually create a more inclusive culture in the company.

**Management skills for managers and leaders**

The instructor explained why managers and supervisors who manage staff are the cornerstone of an organization, and shared the roles and skills expected of P&G managers, as well as what they should always keep in mind. In the group discussion, participants reflected on the management styles they have experienced and what they would do to make changes to their management style.

**Effective communication skills and WFH tips**

The instructor shared the thought process used at P&G for making effective presentations that convince the audience and achieve the objectives. She also explained the keys to making successful presentations and effective execution, as well as tips for online presentations in the pandemic era.

**Business presentation session**

Each participant prepared and gave a presentation about their business using tips and skills they had learned so far to the P&G purchasing team. The presentations were followed by a Q&A session and feedback on the presentations, and participants discussed areas for improvement to make their presentations more effective and persuasive in the future.

**Panel discussion, Graduation ceremony**

Three women entrepreneurs who are certified by WEConnect International and also graduates of the first year P&G Academy attended as panelists to talk about how they are implementing what they learned from the program and how it has led to real results. They also answered candidly to the questions coming from the current year participants based on their experiences about topics including refining unique brand power, or work-life balance. At the graduation ceremony, WEConnect International shared their efforts to improve supply chain diversity globally and in Japan. Finally all participants exchanged their thoughts on the overall training and reaffirmed that they want to continue to foster this a valuable network among women entrepreneurs created through this program.

**■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 (144 multinational corporations, as of Mar 2022) 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 52 branches worldwide, with more than 14,000 registered female executives in 131 countries (as of Mar 1, 2022). The Japan office was established in April 2018.

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