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

P&G’s business know-how shared  
to 25 women entrepreneurs from all around Japan

TBWA\HAKUHODO, Procter and Gamble Japan (Hereinafter referred to as P&G Japan) and WEConnect International has jointly held the “P&G Academy for Women Entrepreneurs (hereinafter referred to as P&G Academy)” for business leaders of women-owned companies (※ companies with more than 51% of the shares are owned by women), from February 28 to April 26 2023, for third year in a row.



P&G Academy is a global training program that shares P&G’s business know-how, with the goal of contributing to the development of leadership and business skills of women entrepreneurs. So far it has been conducted in various countries, including Singapore, Indonesia, Mexico, Brazil, and South Africa. In Japan, P&G Japan that believes the diverse business leadership is fundamental for the continuous innovation and development of society partnered with WEConnect International and TBWA\HAKUHODO who shares the viewpoint on diversity, and held the first program in 2020. So far, 38 Japanese women

entrepreneurs have attended. In this year, which is the 3<sup>rd</sup> time this program is held, 25 entrepreneurs of all ages, company sizes, and a wide range of industries participated.

Designed to help women entrepreneurs explore and discover ways to strengthen their businesses, executives and leaders of P&G Japan, and President of Kaleidist K.K. Tsukiko Tsukahara, were invited to speak and share with the participants about the hitherto undisclosed-to-the-public skills and insights on essential business skills including leadership, people management, marketing communication, or branding.

This year's curriculum consisted of not only lectures from the speakers but also enthusiastic participation and engagement among the participants through small group discussions, presentations and after-session networking time, so participants can be fully engaged and learn from each other. In addition, WEConnect International, which helps women entrepreneurs develop their businesses globally, provided a chance for the participants to challenge for expanding business deals with domestic as well as global companies.

While the first and second year were held completely online due to COVID-19, this year the business presentations and graduation ceremony on the final day were held offline at Kobe, where participants presented their presentations based on their two months of learning. In addition, the entrepreneurs were provided opportunities to interact with P&G Japan's purchasing department and suppliers of P&G Japan, for exploring new business opportunities and innovation. Participants commented that the face-to-face interaction was very stimulating, as it made it easier for them to communicate with each other about issues and challenges that they are facing being women entrepreneurs.



Program attendees who had multiple interests including how to enter new business areas, how to build message around company vision, work-life balance or how to adapt to change of business environment, commented as follows after the completion of the program: "Through P&G Academy I felt my business perspective, potential for business opportunity, and my network of fellow women entrepreneurs expanded," "I was able to face myself and think deeply about my mission, vision, and strengths, which led to my personal growth," and "I was greatly inspired and energized by the high aspirations and efforts of the many women entrepreneurs."



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】**

- My Leadership Tips (P&G Japan VP of Human Resources Jay Kelly)
- Making changes in economy and society from us, women entrepreneurs (President of Kaleidist K.K. Tsukiko Tsukahara)
- Mental Wellbeing Awareness
- Effective communication skills
- Equality and Inclusion in P&G
- Management skills for managers and leaders
- Marketing-Understanding & Growing your Business

- Build your Brand by Leveraging Technology (TBWA\HAKUHODO Media Planning Director Rikako Ito)
- Purchase-Understanding Procurement Process
- Leadership training
- Business Presentation Session
- Interaction with P&G Japan Purchasing Dept., & Suppliers of P&G Japan

#### ■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/>