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Business School Essay

“Ito.” This is my daughter’s name. It means “yarn” in Japanese and Taiwanese. We gave this name to her as we wished her [to play a role as “yarn”] – to connect with people beyond nationalities and cultures. What I value most in engaging with society is connection.

[As a leader of the trade fair projects in Germany,] I managed the project team consisting of specialists of diverse ages, experiences and nationalities. This was the first time that we internally organized the whole projects because most of our partner companies did not have any knowledge of European exhibition.

I was the youngest member of the project. No one knew how the project should be managed. At that time, what I focused on was maximizing the communication on my team by reorganizing the team structure, creating a documentation platform, and reducing meetings. Instead I increased personal communication. I tried to become the catalyst for communication among all members, and it worked very well. As a result, we were the first Japanese window manufacturer to successfully exhibit in a European trade fair. [The manual and structure I made is still used as our cooperate standard.] I knew what I could do alone was limited, so I tried to maximize the team’s synergy by identifying problems, making communication easy at all levels, and avoiding information-inequality among members.

However, from my experiences, I am convinced that there is one other value as important as connection: “sustainability.” Continuity is one of the biggest challenges for all of us. For instance, as a salesperson in Japan, I often reduced the product price, but this led only to a temporary surge in sales. In contrast, the apparently most time-consuming action, such as daily customer visits or repeated troubleshooting, had the most positive impact on my sales. Furthermore, once I gained their trust, my successors could easily take advantage of the benefits, contributing sustainability to my company. Sometimes, it takes time to make a positive impact on society. But, based upon long-term perspectives, I will work to arrange for mechanisms to be in place for sustainability regardless of any condition.

The values which I think most important will not change. However, I would like to add to my value as a professional through the MBA. Based on numerous case studies and knowledge gained at HSG, I’ll make myself a professional business developer, leading larger projects and maximizing international businesses opportunities.

Meanwhile, as a member of the alumni, I would connect with more contacts in Japan and expand the HSG brand, especially for the Asian markets.

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