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### Goal and Objective

- State the desired goal
- State the desired objective
- Use multiple points if necessary
- Any relevant historical information
- Original assumptions that are no longer valid
- Any relevant historical information
- Original assumptions that are no longer valid
- Summarize the results if things go as proposed
- What to do next
- Identify action items
- State the vision and long term direction

### Gender Equality in Japan


- According to the latest reports from the Japanese Ministry of Labor, 72% of part-time workers in Japan are women. This is the highest rate recorded yet. The number of part-time workers has been increasing for years. For many women, full-time employment is not available, or their family obligations makes it impossible for them to keep fulltime hours. Below are some comments from some prominent Japanese politicians:

- "Japanese work office environment is not yet conducive for promoting gender equality"  
 Shiro Nakamura  
 LDP

- "The conservatives... want to keep Japanese society traditional."  
 Kaiko Higuchi  
 Tokyo Keisei University



72% of part-time workers in Japan are women





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## Developing BrandYou

Ask yourself these questions:


- Who am I?
- What do I believe in?
- What are my values?
- What's my passion?
- What am I great at?
- Where do I want to go?
- What's my essence



## Developing BrandYou

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**Ken Sakamoto**  
CEO, Prescom

**Presocom, Inc.**

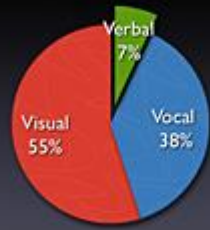
- Focused strategy
- Balanced growth
- A trusted partner
- Strong core values

Kim Lawrence, CEO

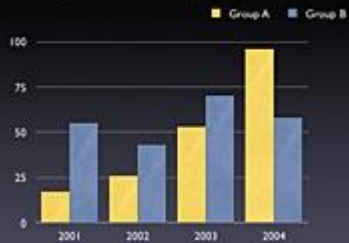
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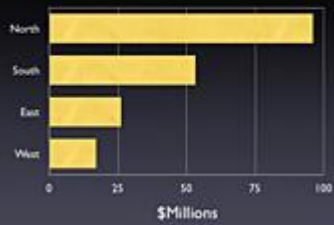
## Communication



## Group A reaches \$99 million



## Sales for June, 2004



## Future looks good



### Charity Contributions

(in K€)	Q1	Q2	Q3	Q4
Group A	4.0	4.5	5.7	7.9
Group B	.5	.9	1.1	1.3
Group C	.2	.4	.5	.8



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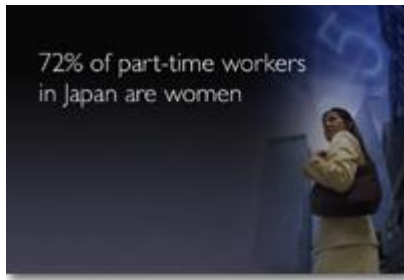
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UNDP

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## Developing BrandYou

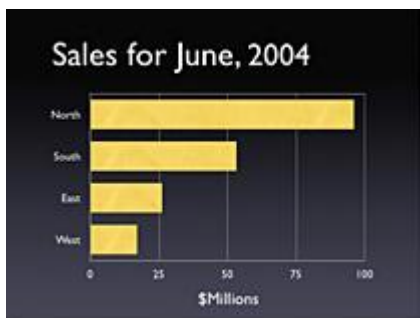
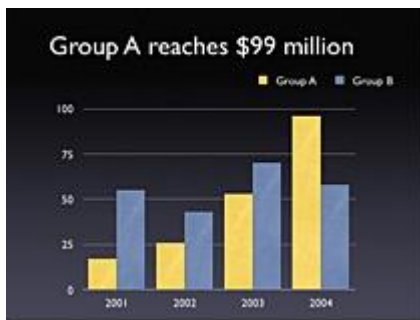
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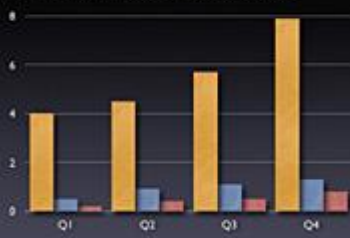
## Future looks good



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## Charity Contributions



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