The Power of Believing

September 18, 2009 (17:00-18:30)

Akita International University
Daisuke Sugiyama
How well do you know yourself?
What are your good points?

Can you list 10 good things about yourself?
Do you have a goal?
Do you understand your current situation?
My Life as an example

• STRONG WILL
  – What I do now links to my past experience
• Important to know yourself, your values, what you want to do in life
• Everything is a PROCESS

Everything falls into place when you figure out who you are, like a puzzle that automatically comes together when you have the corners and the sides.
## Six Stages of My Life

**Daisuke Sugiyama**  
INTERLITERACY  President /MBA

### Stage 1  1979-1982
- Born in Tokyo

### Stage 2  1982-1995
- Bronxville New York

### Stage 3  1995-1998
- Tokyo Gakugei University Senior High School

### Stage 4  1998-2002
- Keio University Faculty of Policy Management  
  Started Creating Communications

### Stage 5  2002-2004
- Keio Business School (MBA)

### Stage 6  2004-2007
- Start up new Division (Visual Creation)

### Stage 7  2007-2009
- Established INTERLITERACY
Introduction

• How I met Professor Suga
  – Guest Speaker at Keio Business School (2004)
  – Inspiring story of Tully’s Coffee Japan

「PASSION」, 「NO fun NO Gain」, 「Importance of Humanity」
FOCUS

“Understanding Yourself” and “Designing your Identity”

Contents
1. Six Stages of my life
2. Link your experience
3. Understanding yourself
4. Designing your Identity
5. Your life, Have fun!
Stage 1  (3-15)

- New York
- Elementary School
- Junior High School
Classmates with different backgrounds

Yonkers NY. March 1990 (Grade 5)
Yonkers Public School #8

• Spent 7 years in a public school
• I am Japanese
  – How Japan is described in American History
  – To get conscious of your nationality by getting discriminated

• Establish your Identity
  – Must express yourself in order for people to understand you

Focusing on what you are good at

**Episode No.1:** “Is the cup half full or half empty?”
Japanese School of New York

The Japanese school is an organization to provide full time equal compulsory education to Japanese children living abroad.

- Entered the Japanese School of New York (6th - 9th grade)
  - First time to learn Japanese Science and History
    - Difficulty reading and writing KANJI
  - Almost everyone had Black hair, Black eyes

- 9th grade
  - Class Leader, Sports Festival leader
    - Always wanted to be a leader who I would like to follow
    - Classmates were mostly followers

If somebody's got to do it might as well be me

**Episode No.2:** “Don’t do business in School”
Entrepreneurial Spirit

Naturally learn the entrepreneurial spirit by working at a young age

• Children can acquire a sense of responsibility through chores or part-time jobs
• You can learn “you have to earn your money” by having fun!

My Experience

–Making and Selling LEMONADE at school events
–Mowing the lawn, Garage sale, Baby sitting

Old-Fashioned Lemonade Recipe

1) Juice of 6 lemons (1 cup)  
2) 3/4 cup sugar or to taste  
3) 4 cups cold water  
4) 1 lemon, sliced  
5) Ice cubes

In a large pitcher, combine lemon juice and sugar; stir to dissolve sugar. Add water, lemon slices, and ice cubes; stir until well blended. Serve in tall glasses over ice.

Episode No.3: “How much will satisfy you?”
Stage 2 (16-18)

- Back to Japan
- Identity Crisis
- High School
Back to Japan (Jan. 1995)

- Entered Tokyo Gakugei University Senior High School Oizumi Campus
  - Great Hanshin-Awaji Earthquake (January)
  - Sarin attack on Tokyo's subways (March)

Identity Crisis

A psychosocial state or condition of disorientation and role confusion occurring especially in adolescents as a result of conflicting internal and external experiences, pressures, and expectations and often producing acute anxiety.

Am I Japanese? Am I American?

Episode No.4: The definition of a RETURNEE
Discovering myself

• High School Teacher (Ms. Yukiko Mihara)
  – Excellent in Teaching Returnees Japanese and Japan History
    • Every returnee has a different academic background
  – Taught me the value of the Japanese Culture and Society
  – Guided me to what I wanted to do in the future

• 11th grade
  – God of exams. YUSHIMA TENJIN
  – Bought pencil written 「Confidence comes from Effort」
  – Wanted to go to Keio University

• 12th grade
  – Set my goal
    • Did what I had to do to go to Keio University SFC
    • Enjoyed studying because I set my goal
Part Time Experience  (High School①)

Fish Store

• 16 years old (year end-new year)
• 17 years old (year end-new year)

• 1200 yen per hour
• back-breaking work but good pay
• Experienced the importance of working

Episode No.5: “Hey why don’t you work with us?”

Anaphylactic shock

The most severe type of anaphylaxis, occurs when an allergic response triggers a quick release from mast cells of large quantities of immunological mediators. Anaphylactic shock can lead to death in a matter of minutes if left untreated.

Episode No.6: “I Almost Died ”

abalone
Part Time Experience (High School②)

ITOYOKADO woman's department
18 years old

- 900 yen per hour
- Experienced selling ladies clothes (35-70)
- Sold a lot!
- Noticed listening to consumers is very important
- Standing all day long is very hard work

All part timers were paid the same even if you sold a lot

Episode No.7: “Very good Training system”
Stage 3 (19-22)

- Keio University
- Video Store
- Starting a business
- Working and Studying
• Concept
  – Borderless Education that Integrates the Arts and Sciences

「Problem Finding」「Problem Solving」

Interdisciplinary courses
• Studied basics of business and different academic fields
  – Marketing, Accounting, Human Resource Management, Business Law, Statistics, Genome
  – UNIX, JAVA, Website, Computer Programming

Think, think, think, just think
• Important thing was to think, think, think
• If you have the ability to think and to find problems and to make alternative solutions you can work in any field
Part Time Experience (University)

**FamilyMart** Convenience Store (Age 19)
- Able to eat foods that expired for free
- Why purchase too much food when you can’t sell?

**TOKYO CINEMA** Video Store Age (Age 19)
- Manager gave me the opportunity to run the store
  - Sales prices increased drastically
- Experienced giving orders to people

Running a video store at age 19 was a great experience
- Started to imagine running my own business

**Episode No.8**: Trying out the marketing strategies I learned
Thinking of starting my business

Experience from almost dying

You only get one life

The importance of setting your goals
(short-term, long-term)

Didn’t want to go to my grave saying
My life was boring
Education Consulting Company

- September 1999
  - Creating Communications Ltd
    - Education Consulting Company (Creating Process)
  - Started with my High School Teacher
  - Specialist in the field of Returnee Education
    - Help returnees adjust to Japanese Education

Start Small

- Did everything
  - Getting company phone number, web site domain, making manuals, bank accounts
  - Preparing business cards, furniture, company brochures, websites, invitation cards etc
  - Noticed the importance of Financial Statement
    - Studied bookkeeping
  - Teach English, Guide high school students

April 2000
Education is not a product

1) University Entrance Exam Passing Percentage **95.3%**
2) Limit the number of students per year and provide PERSONAL CONTACT

- Ask students what they want to do in the future
  - Recommend Universities that will link to their future
  - Going to University is a PROCESS not a GOAL

- Support Returnees adjust to the Japanese Environment
  - Student coming from Hokkaido
  - Record academic background, family data, birthdays and make them feel that we care about them

**Make the students think!**
- Personal Contact is the key to supporting people
- Teach the students how to study, not give answers
Working and Studying (part 1)

- Working and studying was very hard
  - My house to University (90 minutes)
  - University to Company (2 hours)
    - Go to school in the daytime
    - Go to work after University
      - Work until the last train

There were many students who started their own business during University but most students got employed

- I did not do any job hunting
  - When I started my first business at the age of 19, my goal was to have my company running when my friends were going to work for companies when they graduate.

- MBA
  Master of Business Administration.
  An advanced university degree in business studies.
Stage 4 (23-24)

Keio Business School
Keio Business School

- Life at Keio Business School
  - Entered at the age of 22
    - Youngest student (average 36)
  - Focused on Accounting, Finance, Marketing

Working and Studying part 2
- Go straight to the office after school
- Work until 10pm, go home and study until 3am.
- FRISK and COFFEE was a must

Case Study

Case Studied over 500 Companies
Keio Business School

- Group and Class Discussions
  - The importance of saying your opinion
  - Not to be afraid to make mistakes
- Studied the concept of RISK
  - Not to put all the eggs in one basket
  - Started my business when I was single and living with my family
  - Professor told me “You’re young so you don’t have any risks”
- Master’s Thesis
  - The application of Identity Education
    - Returnee Education is to understand yourself
    - The method of supporting returnees (Identity Education) can be applied for students in Japan

Graduated and finished my 5 years of working and studying
Stage 5 (24-27)

- Not a student anymore
- PRESSURE
- NEGATIVE to POSITIVE
Started to worry about OUR future

Private Life

- **1st year at Business School**
  - Got married (age 22)
  - Very busy period but it was great timing
    - Met my wife at the video store
- **2nd year at Business School**
  - First son was born (age 24)
  - My wife took a maternity leave
- **After I graduated Business school**
  - My wife had to choose whether to go back
  - A child needs the mother the most
  - Discussed with my wife and she became a house wife

**BRING HOME THE BACON**

To earn a living, especially for a family
Negative to a Positive

• Had a dark period for about 6 months
  – Took the time to analyze and reflect myself
  – Started to question myself “Did my worries happen?”
  – My sister gave me a book to read

TURNING POINT
• Mr. Akihiro Nakatani (Writer)
  – Reading his books energized me
  – I stopped worrying about the small stuff
  – Do what I had to do with my life
  – A man’s got to do what a man’s got to do
Visualizing Core Values

- Started a new division VISUAL CREATION
  - Visualize values of companies and individuals
    - Understand the company’s mission, individuals identity
    - Support and give alternative solutions (Experience at KBS)
  - Direct the Keio Business School Marketing Strategy
    - Had to win competitions to get work from Keio Business school
    - Working seriously more than ever
Stage 6 (27-)

- INTERLITERACY
- Designing your Identity
- SHU-HA-RI
“Interliteracy” our company’s concept

inter- + literacy

Interliteracy is the ability to identify, understand, interpret, create, communicate, and compute, using materials associated with varying contexts. (UNESCO)

Identity
Corporate Mission

Literacy involves a continuum of learning to enable an individual to achieve his or her goals, to develop his or her knowledge and potential, and to participate fully in the wider society. (UNESCO)

Literacy is a tool. Many kinds of +literacy

To fully use the literacy as a tool one must understand their Identity

Stage 1 (3~15) | Stage 2 (16~18) | Stage 3 (19~22) | Stage 4 (23~24) | Stage 5 (24~27) | Stage 6 (27~)
Windows 7 ラウンチ パーティ主催者募集！
Japanese Philosophy SHU-HA-RI (守破離)

• SHU-HA-RI stands for three stages of skill mastery
  • SHU (守)
    – You follow the examples given and master them completely
  • HA (破)
    – You add your creative touch to what you have learned and make the techniques and skills your own
  • RI (離)
    – You take what you have learned even further

The origin of education

SHU is the heart of knowledge transmission
Interview “My Philosophy”

私の哲学

今が必要な変化を促し続ける中で、人を企業も成長させ続けるためには、「アイディアヴィーク」との確実、必要不可欠と考えます。

私と私が最高の世界で活躍するときに、ビジネスをリードする、各企業のため、ビジネス活動を行います。企業のためのためのため、スポーツ活動を行います。

未来を築き上げるための絵描きです。

株式会社インタラクティシー
代表取締役 松山幸男

INTERLITERACY
DESIGN FOR ENERGY

第4回 インターチェンジ部代表アーティスト KoKe（カケ）氏

第5回 株式会社ナスイ・インターナショナルズ・サザ氏

第6回 タリーズコーポレーション・インターナショナル会長 枝野 公太 氏

第7回 インタラクティシティ 内田 哲 氏

第8回 京橋宏文大学 通産 阿川 有之 氏

Stage 1 (3〜15)  Stage 2 (16〜18)  Stage 3 (19〜22)  Stage 4 (23〜24)  Stage 5 (24〜27)  Stage 6 (27〜)
Design Your Identity Program

- Understanding yourself
- Your Own Marketing
To the students at AIU

• What will you be doing next year?
• What about 5 years from now?
• What about 10 years from now?
• Do you have a dream?
• Do you have a goal?

Solid Identity is the key to Success and Happiness

Everything falls into place when you figure out who you are, like a puzzle that automatically comes together when you have the corners and the sides.

worksheet
Designing your Identity

How would you like to spend your life?

<table>
<thead>
<tr>
<th>Financially Rich</th>
<th>JUSTICE</th>
<th>Challenge Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help people</td>
<td>Express Yourself</td>
<td>FAME</td>
</tr>
<tr>
<td>Academic Study</td>
<td>Interaction</td>
<td>Build Something</td>
</tr>
</tbody>
</table>
How well do you know yourself?
What are your good points?

Can you list 10 good things about yourself?
Do you have a goal?
Do you understand your current situation?
Goal
- current situation
what you have to do
or what you should do
If you set your mind, you can do it
Don’t let anybody say you can’t
If you want people to believe you, believe in yourself

Believing is Seeing

Fear is often an illusion