



# Career Strategies Seminar 2020

## BOLD IS GOLD



Featuring  
**Tessa Sanderson CBE**  
Six time Olympian,  
gold medal winning  
athlete

**Saturday 17th October**

10.00-17.45 JST | Online event | #FEWCSS2020

Sign up: <https://fewjapan.com/career-strategies-seminar-2020/>

## **SESSION DETAILS**

*Clicking on the session names will take you to the corresponding speaker and information page*

SCHEDULE AND SPEAKER LIST (IN ORDER OF APPEARANCE)	<b>3</b>
KEYNOTE - BOLD IS GOLD: Find Your Flow	<b>5</b>
VISIONING SUCCESS: Understanding Yourself In Japanese Workspaces	<b>6</b>
TRAINING FOR THE LONG GAME: An Entrepreneurial Approach To Modern Career Planning	<b>7</b>
VISUALIZING THE FUTURE: How To Measure Success And Risk In Your Business Plan/Start Up	<b>8</b>
DIVING IN THE DEEP END: Pivoting To A Different Industry	<b>9</b>
ENTERING THE RACE: Harnessing Inspiration From The Sisterhood	<b>10</b>
GO FOR GOLD: Your Ten-step Gold Medal Legal Checklist For Starting A Business In Japan	<b>11</b>
OLYMPIC BODIES: Looking After Yourself Physically	<b>12</b>
ROWING AGAINST THE TIDE: Current Recruitment Trends And How To Get Ahead As A Woman	<b>13</b>
THE POWER OF WARM UP: Connecting Breath With Movement	<b>14</b>
MANAGING THE GOLD: Effective Networking For Business	<b>15</b>
REACHING YOUR GOALS: Angel Investment In Japan - Trials And Triumphs	<b>16</b>
SIT TALL, STAND STRONG: Rejuvenation	<b>17</b>
Through The GYROKINESIS® Method	<b>17</b>
HOW TO GROW YOUR TEAM...And The Fans Who Root For You	<b>18</b>
THE POWER OF A TEAM KIT: Branding Your Business Communications	<b>19</b>
INSPIRING THE CROWD: How To Use Digital Marketing For Self-branding And Business	<b>20</b>
RACE TO THE FINISH: Aiming For Olympic Goals	<b>21</b>

## **SCHEDULE AND SPEAKER LIST (IN ORDER OF APPEARANCE)**

**9.45am** **TAKE YOUR MARKS** Doors Open  
**10.00am** **GET SET** Welcome

**10.10 - 10.30am** **GO**

**Terri MacMillan - Keynote Speaker**

- BOLD IS GOLD: Find Your Flow

**10.40-11.40am** **LAP 1**

**Katheryn Gronauer**

- SELF: VISIONING SUCCESS: Understanding Yourself In Japanese Workspaces

**Sabrina Hassanali**

- CAREER: TRAINING FOR THE LONG GAME: An Entrepreneurial Approach To Modern Career Planning

**Verna Holder**

- BUSINESS: VISUALIZING THE FUTURE: How To Measure Success And Risk In Your Business Plan/Start Up

**11.50am-12.50pm** **LAP 2**

**Lauren Kawasaki**

- CAREER: DIVING IN THE DEEP END: Pivoting To A Different Industry

**Petra Laptiste**

- CAREER: ENTERING THE RACE: Harnessing Inspiration From The Sisterhood

**Catherine O'Connell**

- BUSINESS: GO FOR GOLD: Your Ten-step Gold Medal Legal Checklist For Starting A Business In Japan

**Moms in Balance**

- SELF: OLYMPIC BODIES: Looking After Yourself Physically

**1.00-2.00pm** **VIRTUAL REFUEL**

**Lunch**

**2.00-3.00pm** **LAP 3**

**Erina Uozumi**

- CAREER: ROWING AGAINST THE TIDE: Current Recruitment Trends And How To Get Ahead As A Woman

**Lindsey Sawada**

- SELF: THE POWER OF WARM-UP: Yoga

**Tanja Bach**

- BUSINESS: MANAGING THE GOLD: Effective Networking For Business

**Patricia Bader-Johnston**

- BUSINESS: REACHING YOUR GOALS: Angel Investment In Japan - Trials And Triumphs

**3.10-4.10pm**

**LAP 4**

**Maya Ileta**

- SELF: SIT TALL, STAND STRONG: Rejuvenation Through The **GYROKINESIS®** Method

**Nina Cataldo**

- CAREER: HOW TO GROW YOUR TEAM...And The Fans Who Root For You

**Natsuko Koike**

- BUSINESS: THE POWER OF TEAM KIT: Branding Your Business Communications

**Sayuri Nishimoto**

- BUSINESS: INSPIRING THE CROWD: How To Use Digital Marketing For Self-branding And Business

**4.20-5.00pm**

**CALL TO ACTION**

**Tessa Sanderson CBE**

- RACING TO THE FINISH: Aiming For Olympic Goals

**5.00-5.45pm**

**FEW TEAM CELEBRATION**

**Wine Networking**

# Terri MacMillan

## KEYNOTE - BOLD IS GOLD: Find Your Flow

We are delighted to be welcoming Terri MacMillan as our CSS 2020 Keynote Speaker.

Long term and passionate FEW Japan supporter, Terri will be launching and inspiring our day by reflecting on her life and career, highlighting the importance of finding flow as we strive to be bold and reach for gold.



### Speaker Profile:

Terri was born in New York City's Harlem in 1958, grew up in Queens and Manhattan, attended the High School of Music & Art as a voice and piano major. She went to Fordham University for 2 years as an English major. Her first real job was Manager, then Director of Business Affairs for CBS Records International for 10 years. She moved to General Manager of Paisley Park Music for 2 years.

Having fallen in love with the Shibuya-kei scene in Tokyo, she left the corporate world to run a non-profit, Medius Entertainment, whose mandate was to promote cultural exchange by bringing excellent Japanese underground bands to the US.

After almost 15 years of artist management (Pizzicato Five, Buffalo Daughter, FEED), Terri and her business partner decided the music business was moving in too mercenary a direction, and they moved into bi-cultural multimedia production and brand management. By this time, Terri was living in Tokyo, and working to find a way to build a life in the city.

### Building a Creative Practice

Terri's focus now is the concept learn:::create:::publish. As a lover of courses and books and learning, she has consumed a lot, created sporadically, and published little.

In her early 60s, she decided that had to change.

She is creating a podcast and newsletter called 'hello human', documenting her creative projects. hello human is especially meant for middle-aged+ women who would love to build a creative practice and perhaps even turn it into a business someday.

Terri is fortunate to have a full time job she enjoys, but it's worth the time it takes to focus on the projects that build – and serve – this community.

## Katheryn Gronauer

### VISIONING SUCCESS: Understanding Yourself In Japanese Workspaces

Performance expectations differ from culture to culture, especially in Japan, and the steps you're taking to progress your career may or may not be what's required for success.

Come leverage these insights to understand more about yourself in your Japanese workplace and the future of your career.

Learning points:

- Define what you believe are necessary qualities and actions in an employee who deserves a promotion
- Gain clarity on how Japanese leaders view performance and what they believe is required for success

Compare your views and determine what this means for you moving forward in your career

#### Speaker Profile:

Katheryn Gronauer is an executive trainer and coach for cross-cultural education and orientation programs for professionals and families in Japan. She has a degree in International Business & Culture from Sophia University, certifications in training and change-management from ATD, and a coaching certification from IIN. Most importantly, she was raised between Japan and America with firsthand sensitivity to the cultural differences and challenges that new expats encounter every day.

Katheryn's company Thrive Tokyo has been named "One of Tokyo's hotspots to satisfy anyone" by Eurobiz Magazine. Her work and accomplishments have been featured in Women's Health, HuffPost, Mobility Magazine, Mindbodygreen, JapanToday, Savvy Tokyo, Thrive Global, Elephant Journal, The Everygirl, Thought Catalog, and Elite Daily.

Katheryn has worked with a wide variety of clients across a range of industries from multinational corporations such as Toyota to start-up companies to families and more. She has been a guest public speaker on wellness and lifestyle transition at the US Embassy, Toyo University, FEW Japan, and Roppongi Cooperative.

For more information, visit <https://thrivetokyo.com>



# Sabrina Hassanali

## TRAINING FOR THE LONG GAME: An Entrepreneurial Approach To Modern Career Planning



In her session Sabrina will discuss:

1. The Benefits of Having Side Projects
2. Tools for a Modern Career:
  - a. A Growth Mindset
  - b. Time Management Techniques
  - c. Universal Professionalism
3. The Case for Continuous Self-Reflection

### Speaker Profile:

Sabrina Hassanali incorporated her first company, a boutique floral design business, at age eighteen, just before beginning her studies at the Georgia Institute of Technology. After completing her undergraduate degree there, she obtained her Juris Doctor at the University of Maryland School of Law in 2008. Shortly after graduation, she began her legal career advising corporate and individual clients on US immigration matters. Disappointed in the draconian and backward US immigration system, Sabrina always kept various side projects to develop other skills.

Partially inspired by Tim Ferris's *4-Hour Workweek*, and Robert Kiyosaki's *Rich Dad, Poor Dad*, Sabrina decided to engage more fully in her own business ventures. In 2014, Sabrina relocated to coastal South Carolina and combined her business interest with her legal skills. She developed a small real-estate business with a portfolio of three properties. She worked as a real-estate closing attorney, representing large banks and mortgage lenders while serving as a property manager and AirBnb host for her personal portfolio.

Shortly after Trump's election to the US presidency, Sabrina decided to leave the US. In 2017, Sabrina began work as a JET at Nishi High School while remotely managing her interests in the US. At Nishi, Sabrina used her debate, writing, and public speaking skills to help her students develop their communication skills. In 2018, FEW sponsored Sabrina's participation in the Japan Market Expansion Competition (JMEC). Through the program, Sabrina led her team to win the Best Market Research award to investigate expansion opportunities in Japan for a Spanish multinational motorcycle brakes company.

Since 2019, Sabrina has applied her business experience in advising Tokyo-based businesses. She enjoys working with progressive organizations to address business challenges through her bespoke consulting service (<https://sabinahassanali.com/>).

For recreation, Sabrina enjoys off-grid adventures in nature or eating strange foods abroad. Since COVID-19 has placed a damper on her travels, she started a creative T-shirt business inspired by Japanese manholes ([www.tokyoground.com](http://www.tokyoground.com)).

Sabrina Hassanali comes from a family of adventurous entrepreneurs and empowered women. She can find relatives on five continents; they are collectively part of the larger Indian diaspora. Sabrina Hassanali grew up in Atlanta, Georgia, but has also lived in Tanzania and Argentina. She considers herself a global citizen.

Sabrina is a life-long advocate of a balanced professional life. She makes time for public service, a salaried role, and a side business in her professional endeavors. Through her example and leadership, she hopes to inspire others to keep growing.

# Verna Holder

## VISUALIZING THE FUTURE: How To Measure Success And Risk In Your Business Plan/Start Up

You're starting your own business – congratulations! You've done your market research. You already know where you want to be located, who your target customers are and you're confident you'll make money.

But...What about your numbers? Have you put together a financial plan showing what the next 3-5 years might look like? How do you know you will be profitable or when you will be profitable? Have you looked at the risk that could impact your business plan? Is the thought of putting numbers together making you break out in cold sweats? Never fear! We will help you set assumptions, put together a financial plan and understand and interpret financial results.

We will look at the following:

- Goals of Financials
- Building a financial model
- Setting assumptions
- Reviewing the elements of a financial plan
  - Income Statement
  - Balance Sheet
  - Cash Flow Statement
  - Other supporting schedules
  - Financial analysis
- Write-up of financial section/Presenting results

At the end of this talk, we want you to walk away feeling confident and empowered to build your own financial plan and have a clearer financial picture about your business.

### Speaker Profile:

Verna Holder is an actuary and insurance professional with over 25 years of experience in major insurance organizations and she is skilled in risk and credit analysis, structuring and managing insurance and reinsurance transactions, and internal management reporting. Verna worked at MBIA, New York, the largest bond insurer, in structured finance, strategy, and more recently in municipal bond finance. Prior to MBIA, she worked at Winklevoss Consultants underwriting, structuring, and managing corporate and bank-owned life insurance programs with assets in excess of US\$1.5 billion.

Verna has worked in Barbados, USA, and Japan and recently taught a course *Risk Management and Insurance* at Temple University, Japan Campus. In addition, Verna is a substitute high school math teacher at the American School in Japan and volunteers for several organizations in Japan including the JMEC program where she has served as a mentor, consultant, and lecturer.

Verna graduated from the University of West Indies (Barbados) with First Class Honors and holds a Masters' in Mathematics (Actuarial Science) from the University of Waterloo, Canada. She is a Fellow of the Society of Actuaries.

An avid (reluctantly retired!) runner, she has found a new love for walking and discovering new places in Japan.



# Lauren Bliss Kawasaki

## DIVING IN THE DEEP END: Pivoting To A Different Industry

Drawing on her vast experience, Lauren will explore:

- When you know you are ready to leave your JOB
- Career paths are not all paved
- Your worst critic is yourself. Learn to leave her behind.
- You don't need to do it alone



When it doesn't work! Pivot baby

### Speaker Profile:

I am an American mother of four curious and creative kids (22,20,16 and 8) and one very supportive husband who is a Japanese native. In total, I have lived in Japan for 24 years (over three stints).

Originally from Connecticut, I spent my childhood raising farm animals and creating art. I graduated from Skidmore College with degrees in Business and Fine Arts; my junior year I spent at Kansai Gaidai in Osaka. For the past 20+ years, I have been on the corporate track; gaining an MBA from Harvard Business School, working in brand management at Clorox, helping to start [BabyCenter.com](http://BabyCenter.com), and finally working 14 years at [Amazon.com](http://Amazon.com) and .jp. In 2014,

I retired from corporate life and am now a mompreneur. Best Living Japan ([www.BestLivingJapan.com](http://www.BestLivingJapan.com)) is me following my passion and sharing it with others. Best Living Japan runs a website that helps global families living in and traveling to Japan have more fun! We also have a studio where we teach various art, cooking & lifestyle classes.

I am also a Girl Scout leader of Troop #20605 in Tokyo, a Trustee of The American School in Japan, and a Committee Member of the Asian University of Women.

# Petra Laptiste

## ENTERING THE RACE: Harnessing Inspiration From The Sisterhood

During this session Petra will describe how support and inspiration from others propelled her to follow her passions and share her rich cultural background. She will outline the ups and downs, and how she worked to develop a coping mindset. It will be an opportunity to reflect on the curse of perfectionism and how to harness the encouragement of others to light our torch.



Petra will share how she is currently taking a break from entrepreneurship, what she learned from the experience and encourage you to consider the first three small steps that may start you off on your own entrepreneurial journey.

### Speaker Profile:

Petra Laptiste was born and raised in Montreal which is one of the world's largest French-speaking cities. She was born to a Trinidadian father and a Grenadian mother who had left the Caribbean to seek more diverse educational prospects in Canada. Her mother and father instilled in her the principles of dedication, integrity, cultural awareness and hard work – with lots of love and laughter sprinkled in between.

After graduating from Concordia University with a Specialization in Cell & Molecular Biology, she worked at one of Canada's largest financial institutions, then moved to Japan for a career change in education. While she had been living in Japan, Petra honed her teaching skills by receiving a Cambridge University CELTA certificate. Spending almost a decade in Japan had planted a deep wanderlust inside her soul. Petra's years of travel to almost 35 countries on 5 continents have enabled her to experience a wide variety of foods, cultures and enriching philosophies. For instance, on her first African journey, Petra went to Ghana on holiday. Unfortunate news unfolded and tragedy hit her family. In retrospect, she had used that experience and the positive sisterhood energies from FEW Japan to embark upon her first entrepreneurial streak in Tokyo.

She has brought cultural sensitivity and diversity to all facets of her work. From Corporate Training to Trinidadian cooking instruction in Tokyo - it has always been Petra's mission to broaden the horizons of those around her and allow them to understand that the Caribbean and African Diaspora have a deep richness and history. The gorgeous textiles and symbols of Ghana and Tanzania, the soulful rhythm of Trinidadian tunes, the earthy deep beats of Grenadian music, Afro-Caribbean fashion, diverse and flavourful cuisine and the beauty of English language communication are what Petra Laptiste wants people to savour, experience and return for more.

After leaving Japan, Petra decided to take a break from entrepreneurship. She relocated to and currently lives in the Arabian Gulf region where she teaches ESL and is currently pursuing a Master of Arts in Interdisciplinary Studies.

# Catherine O'Connell

## GO FOR GOLD: Your Ten-step Gold Medal Legal Checklist For Starting A Business In Japan

You'll never find an Olympic athlete who has winged a race and got to the finish line without any preparation. You'll also never see a marathon runner prepare for the race like a 100-meter track athlete. Launching a business more like a marathon than a sprint. It takes stamina and strength to go from zero to hero CEO.

One of the most common mistakes start-ups make is not seeking legal advice when founding their company. While financial resources can be strained during the start-up phase of a business, getting legal advice is an investment not an expense. Having a solid legal foundation in place can help avoid major (and expensive) headaches down the line.

In this workshop we'll go through the important legal considerations for entrepreneurs launching a business in Japan - from defining your Mission and Goals, Knowing your "Who" and your "Where", through to choosing a legal structure, setting up solid contracts and protecting your Brand and IP.

This workshop is aimed at those looking to find the legal stamina for the Marathon race of launching their gold medal business in Japan. You'll leave this workshop with a **Ten-Step Gold Medal Legal Checklist for Starting a Business in Japan** so you're on the right foot when the starter's gun goes off.

### Speaker Profile:

Catherine O'Connell is Principal Founder and CEO of her own boutique, secondment-based flexible NewLaw firm, Catherine O'Connell Law. She is the first foreign female to set up her own law practice in Tokyo and was named as a finalist in the ALB Law Awards 2020 in two categories – Boutique Law Firm of the Year and Foreign Lawyer of the Year. Catherine has been in Japan 17 years working primarily in In-House roles at Panasonic Corporation, Olympus Corporation and Mitsubishi Motors as well as a Senior Associate at Hogan Lovells International Law Firm in the Tokyo and London offices, as well as 10+ years in New Zealand in private practice. Catherine's expertise is in Commercial & Corporate Law and Compliance and supports Corporate In-House Legal Teams, SMEs & CEOs as Outside General Counsel, and works with Japanese Law Firms in their engagement with their foreign clients.

Catherine is passionate about giving back to the community and serves as Vice President of Women in Law Japan, co-Vice-Chair of the Australian & New Zealand Chamber of Commerce of Japan and co-Chair of the Legal Services & IP Committee of the American Chamber of Commerce in Japan as well as an active Entrepreneur member of the British Chamber of Commerce in Japan and Professional member of the Ireland Japan Chamber of Commerce in Japan.

Catherine also mentors law students and lawyers embarking on law careers. She also speaks on panels and is an experienced Webinar moderator. She believes healthy lawyers make happy lawyers and is focused on lawyer wellness and flexible working.

Catherine has double degree in Japanese and Law, and is a Barrister and Solicitor of the High Court of New Zealand (1995) and England & Wales (2009). She is a Foreign Registered Lawyer in Japan, the Tokyo Dai-Ichi Bar Association.



# Moms in Balance

## OLYMPIC BODIES: Looking After Yourself Physically



**MOM IN BALANCE**

Physical fitness and strength cannot be underestimated, Join this session to learn about how to look after yourself and your body:

Key learning:

- Stronger together - Benefits of outdoor sports
- Benefits of exercises during pregnancy
- Benefits of exercises after pregnancy
- Core and pelvic floor - what and where is it?
- Get active yourself – short introduction into MIB exercises

### Speaker Profile:

Mom in Balance Tokyo offers outdoor workouts for pregnant women, postpartum recovery workouts and total body workouts for all women who want to be fit and in shape, regardless of your sports background or level of physical fitness.

Our workouts consist of a combination of strength and cardio, teamwork and individual exercises, as well as high intensity interval training. During the pregnant and postnatal workouts we focus on safe reeducation of the pelvic floor as well as the core muscles.

All our trainers have a professional education and are specialized in pre- and postnatal workouts.

We all know that it can be quite a challenge to combine children, friends, work and a full agenda, let alone do this overseas! Our mission is to help as many women and moms (to-be) as possible in building a strong, energetic life foundation.

We do this together with our network of positive women, who all find themselves in the same situation here in Japan; trying to raise a family.

When you are feeling physically and mentally good about yourself, it is easier to make the right choices, to work on your personal ambitions and enjoy your family.

We touch women's lives and inspire them to be at their best. We believe in a positive and personal approach. We will do the best we can, always.

Sounds good!? Register through our website <https://www.mominbalance.com/japan/en/signup/>

# Erina Uozumi

## **ROWING AGAINST THE TIDE: Current Recruitment Trends And How To Get Ahead As A Woman**



This workshop will be interactive, where throughout the talk Erina will be asking questions to the audience. For a few minutes we will break out in smaller groups to discuss some of these topics - how would you try to create a more diverse work environment in your current workplace? What actions would you take to get into a more senior position?

Erina's talk will be based on two interlinked themes: Diversity and Inclusion in the workplace and Women in Leadership. During the first Erina will give insight on the current market and how we can help create a more diverse environment which in turn makes it easier for women to be in management positions and empower women. The second part is how then to become a leader and appeal to potential companies or internal promotions.

Key learning:

- Diversity and inclusion in the workforce: current market trends and findings, how to create a more diverse and inclusive workplace whether you are a CEO or staff member
- Women in leadership and management: Market trends
- What employers are looking in future female hires

How to market yourself to new employers or further your career in your company as a woman.

### **Speaker Profile:**

Erina is a Half-Japanese, Half-Colombian recruitment professional who was born in Tokyo and raised in Latin America. She studied at the University of Michigan – Ann Arbor and London School of Economics where she concentrated in Political Science and Economics.

She is fluent in English, Spanish and Japanese and prior to recruitment was working with Japanese government sponsored (ODA) projects in Latin America liaising with Japanese, Peruvian and Ecuadorian governments.

She has vast experience in the Human Resources/Recruitment field and manages the Financial Services Teams at Hays Japan where she specializes in recruitment within Financial Services and Strategy Consulting.

She is passionate about empowering women, social justice, equality and is a strong believer in leading by example.

# Lindsey Sawada

## THE POWER OF WARM UP: Connecting Breath With Movement

Connection to the breath is an important concept in the practice of yoga, it's the root of focus, movement and stillness. In day to day life we don't put a lot of focus on the breath and yet it has so much power to elevate the way we move through our day. In this session we will learn some breathing techniques that we can link with movement that you can use in your everyday life to bring more peace, more energy and more clarity to all that you do.



1. Body check in (lying down - we'll discover where you are holding tension and how to let it go)
2. Gentle movement to release tension from the shoulders and back (also lying down - this is going to feel really good, not too much physical effort will be required at all)
3. We'll move into some standing postures and use the wall to open up the shoulders some more - again nothing too strenuous here
4. We'll flow a little bit here connecting movement to breath, working our way through some sun salutations and then move on back down to the ground.
5. I'll guide you through the sweetest savasana and a clearing meditation
6. Q and A

### Speaker Profile:

Lindsey says, "As a child I didn't even realize that I was practicing yoga or that I was meditating when I closed my eyes for several minutes at a time and would see psychedelic colours, it did register with me though how after my practice I would feel less frenetic. I wasn't aware that stretching before my dance classes actually involved a lot of yoga poses. I first went to a proper yoga class in 1997 and unfortunately I got a fit of giggles when I was trying to balance in tree pose and the teacher asked me to leave so it took me a little while to go back to class. I have been an "official" student of yoga since 2007 and a teacher since January of 2015. Yoga still gives me an amazing sense of equilibrium and helps me to feel balance in this busy city of Tokyo."

Lindsey loves to teach and share knowledge, she has taught 3 year olds at an international preschool, a high school teaching English, she has taught Zumba and Salsa classes. Teaching is such a privilege and Lindsey gets to watch people transform and have lots of "Aha" moments. Lindsey says, "I love to watch small changes that happen over time to the people who come to practice with me, it can be as small as a knee that's no longer sore when placed down on the mat or watching someone do their first hand balance in crow pose, I love that yoga has so many life changing benefits and that I get to see little transformations every class in every student".

# Tanja Bach

## MANAGING THE GOLD: Effective Networking For Business

This interactive workshop will provide you with the opportunity to understand how power and influence work in your organization. Together, we will

- Analyze your current network
- Learn how to navigate your company's/stakeholder's complex political environment
- Understand what mutually beneficial relationships are about.
- Provide you with practical advice on how to manage your network.



### Speaker Profile:

"The important thing is to not stop questioning. Curiosity has its own reason for existing."  
-Albert Einstein

Tanja Bach, CEO and founder of Contents Bridge KK, is a trilingual facilitator/trainer and coach with a passion to empower and inspire her clients to reach their full potential in multi-cultural and global environments. A strong believer of self-empowerment, her work always integrates action inspired learning experiences.

Tanja's main focus is on leadership development, effective teams, communication and individual & organizational change. She works across Asia and Europe with leaders in the private, public and non-profit sector and consults with clients across a variety of industries, including financial services, FMCG, pharmaceuticals, IT/Communications, manufacturing and retail.

Another passion of Tanja's is to support the motivational journey of entrepreneurs. She has served three years on WSC Board Committee for FEW from 2017-2019

# Patricia Bader-Johnston

## REACHING YOUR GOALS: Angel Investment In Japan - Trials And Triumphs



During this session Patricia will explore key areas related to investment:

- What is the difference between Bootstrapping, Family and Friends, Angel Investors, and Venture Capital?
- What makes a company attractive to investors? What should I be measuring?
- What else do different kinds of investors look for when they make investments?
- How do you keep costs down in the early days?
- Is Partnering a good idea?
- When is it a good idea to bring in partners?
- A few hints for success: "If I'd have known then what I know now..."

Q&A

### Speaker Profile:

Founder of Silverbirch Associates KK (clean energy development), and angel investor/founder of nine other companies, as well as a not-for-profit, all focused on various aspects of the UN SDGs.

Prior to becoming a serial entrepreneur, Patricia held leadership roles in four Fortune 100's (VP in Goldman Sachs, Director of Corporate and Regulatory Affairs in Standard Chartered Bank and BAT and a Director and Board member of IBM Japan), after more than 10 years of public service in the Canadian Embassy in Tokyo, and Yokohama City government. She has led numerous philanthropic and sustainability-focused projects as a consultant for ADBI, World Bank among others, and was recently awarded the Presidential Medal in Mongolia in 2019 for her work in clean energy development.

Patricia has served as a consultant to a range of government entities including Tokyo Business Development Centre, Invest Northern Ireland, and US State governments. She is the only female (past) President of the Canadian Chamber of Commerce in Japan; twice Leader of the Year for the American Chamber for her work in CSR. She has been/is a Professor/Lecturer in Sustainability and Globalization studies for Graduate Business programs in leading universities in Japan, Canada and the UK. Patricia holds an MBA in International Business from McGill University Canada. She is a Mother to four grown children, and has been married for 33 years to her musician husband, Brad.

# Maya Ileteo

## SIT TALL, STAND STRONG: Rejuvenation Through The **GYROKINESIS®** Method



- We are spending more time at home, sitting hunched over staring at screens and wreaking havoc on our backs, necks and shoulders.
- We are anxious about many unknowns, and all these stresses manifest in our bodies. And we don't laugh as much anymore.
- Good posture is essential for many things: it supports your weight properly, creates space for your organs to work better, improves your breathing, helps you move efficiently, and makes you both look and feel more confident. Maintaining good posture, however, doesn't have to be such a strain.
- The **GYROKINESIS®** Method (the basis of the **GYROTONIC®** Method) makes you sigh, yawn, laugh, and even cry, all while developing your core. We start with a self-massage to awaken the senses, then do a series of flowing movements of the spine coordinated with the breath, all while sitting at your desk.
- Maya uses vivid and playful metaphors to get you out of your head and focused on how pleasurable exercise can be. This fosters creativity, self-expression, and self-confidence, ultimately making you feel at home in your body again.
- This workshop will focus on how to keep your spine healthy, maintain good posture and develop stronger core muscles through exercises that you can do between zoom conferences right at your desk, while having a good laugh, and without having to wear lycra.
- Fans of the movement system include Lady Gaga, Madonna, Jude Law, and Tiger Woods.

**GYROKINESIS®** and **GYROTONIC®** are registered trademarks of **GYROTONIC®** Sales Corp and are used with their permission.

### Speaker Profile:

A Filipina with a nomad background that includes the US, Australia, and Indonesia, Maya has been living in Japan for over 20 years and teaches the **GYROTONIC®** and **GYROKINESIS®** Methods at Studio Natural Flow in Tokyo, one of Japan's leading studios to specialize in these methods. She is certified to teach using several kinds of training equipment that address specific needs, and serves a broad clientele, from people recovering from knee surgery or suffering from back problems due to highly stressful jobs, to yoga teachers, high level athletes and professional dancers. Maya also teaches at Tleubaev and De Parc ballet schools where she trains budding ballerinas how to look after their bodies and have long, healthy careers in dance.

A strong believer in the power of nature to heal, Maya hosts regular retreats in Shimoda, Izu, where people have been seen gallivanting in the sand and waves under her instructions. She also teaches classes online so people can join in the fun from the comfort of their own home.

Maya is passionate about helping people feel at home in their bodies after movement helped her overcome a series of personal traumas in her 30s that included infertility and loss.

# Nina Cataldo

## HOW TO GROW YOUR TEAM...And The Fans Who Root For You



**Part I:** Self intro via the idea of diversifying professional environments

- How to confidently be the small fish in the big pond
- How to be a newcomer in a room full of seasoned professionals

**Part II:** Creating and growing your team

- Hafu Ladies - from a small idea to a big reality
- Creating a community that didn't exist before
- YOU, as the leader, are the COACH of the team
- How to build a team and grow it
  - o Picking the core values/pillars
  - o Encouraging engagement
  - o Teamwork makes the dreamwork

Bottom line: Teams can't be created alone!

### Speaker Profile:

Nina Cataldo is a Communication Specialist, Writer, and Speaker based in Tokyo, Japan. Her work ranges from travel writing and tourism consulting, to D&I workshops and community building efforts.

Although she is originally from Tokyo, from age 8 to 23 Nina lived in the United States (Pacific Northwest). Upon graduating from Seattle University in 2015 with a B.A. in Strategic Communications and Creative Writing, she returned to Tokyo to work at a publishing firm as their sole English Language Advisor and published three English language textbooks.

Nina left her firm in 2019 at the age of 27 in order to sail around the world on Peace Boat for 4 months as an English-Japanese Communication Coordinator (interpreter). Upon returning to Tokyo, she began her freelance career in the fields she's most passionate about: communication and fostering human connections.

Nina is a proud Hafu (a half-Japanese person). She advocates for transparency and the fair treatment of marginalized communities in Japan, especially those who are mixed-race like herself. In the Fall of 2018, she founded a community called Hafu Ladies which is open to all women and female-identifying persons who are mixed-race or mixed-heritage Japanese. The community's pillars are: Educate, Embrace, Empower. The community hosts monthly academic reading circles, yoga sessions, journaling, social gatherings (online and offline), and events & discussions pertaining to the diverse range of topics and intersectionalities that interest its members. Currently, there are over 900 members worldwide in its private Facebook group.

# Natsuko Koike

## THE POWER OF A TEAM KIT: Branding Your Business Communications

During this session Natsuko will explore strategies for team branding and consider these areas:

- Big global brand vs small local brand
- Global marketing vs Japan marketing
- Work environment in Japan vs US and Europe
- How to build a brand strategy in today's world
- Q&A



### Speaker Profile:

Born and raised in Tokyo, Natsuko Koike decided to study International Studies and Journalism at a university in the U.S. after 9.11 happened in 2001. Her interest in making the world a better place and sustainability brought her to the Japanese advertising industry after college, and she worked at Hakuhodo for 5+ years. Her clients include Coca-Cola, KAO, MAX&CO., Paul Smith, and Suzuhiro.

When she got the UNIQLO-TOMODACHI fellowship to go to the Fashion Institute of Technology in NYC, she decided to leave the agency and moved back to the U.S. Having studied Global Fashion Business in NYC, Paris and Hong Kong with her cohorts from all over the world in the graduate program broaden her views of global marketing and extended her network globally. After completing her MPS, she joined Uniqlo's global marketing team and managed several collaboration projects such as Uniqlo and Lemaire, Carine Roitfeld, UT Disney collection, Liberty London, and also built a new type of in-line collection called Uniqlo U.

Her experience in creating and marketing versatile lifestyle wear brought her to the Japanese sportswear brand Asics. At its global marketing team, she first managed Onitsuka Tiger and Asics Tiger, then led one of the three sports categories called Fitness Explorer both as a global marketing manager. Her experiences in yet more diverse and global teams there had given her lots of opportunities to work with global creative talents and athletes, which she enjoyed a lot. Instead of keeping going, she had decided to focus on finding what she truly wanted to do in life, left Asics to join a boutique PR & Communications agency. Being part of the luxury and art industries and working for companies like the Foundation Louis Vuitton, Takashi Murakami, Alaia, Phillips Auction House etc. had let her build her PR communication skills and build a new network worldwide.

Now, she works at Vibram as a marketing manager for Japan & Asia, while running a company for skincare and well-being Pearl+ and managing a natural botanical dye brand Lefts, in Tokyo.

# Sayuri Nishimoto

## INSPIRING THE CROWD: How To Use Digital Marketing For Self-branding And Business

Did you know that digital marketing has the potential to transform the way that you reach and engage your audience? Digital Marketing is becoming one of the key ways to make a positive impact on self-branding and business image. However, only a few people realize how and when to start it. You can start now!



Let's discover how by looking at marketing challenges that are unique to Japan and how to leverage that for your marketing plan.

- Let's talk about SNS!
- Self-branding & best practice
- Business branding & best practice
- All the cool things you can do on LinkedIn

### Speaker Profile:

Sayuri was born and raised in Kyoto and went to college in the United States. Currently, she is working as a Digital Marketing consultant at LinkedIn where she helps agencies and clients to succeed in their marketing goals. She also runs a Tokyo Digital Marketers Meetup in Tokyo as a co-organizer. The meetup is for Japanese/English bilingual marketers in Tokyo to connect with other marketers and learn new marketing techniques.

# Tessa Sanderson CBE

**RACE TO THE FINISH: Aiming For Olympic Goals**

**6 times Olympian**  
**Olympic Gold Medalist – 1984**  
**3 times Commonwealth Gold Medalist – 1978, 1986 and 1990**



On the 6th August 1984 at the Summer Olympics in Los Angeles Tessa Sanderson won the Gold in the Women's Javelin and became the first black woman to win a Gold for Great Britain. She remains today the only British person, man or woman to ever win a throwing Gold Medal, a record that has been maintained for over 35 years.

Tessa competed in SIX Olympic Games from 1976 to 1996, and in addition to the Olympic Gold, won three Commonwealth Golds and a World Cup Gold in Cuba in 1990.

In March 2004 New Years Honours list Tessa Sanderson was awarded the CBE by Her Majesty the Queen, in recognition of her services to sport and her role as Vice Chairman of Sport England. Prior to the CBE she was the recipient of an OBE in December 1997 for her work with various charities and in 1985 was awarded the MBE for winning her Olympic Gold Medal for Great Britain in Los Angeles. In October 2004 Tessa was awarded the Sunday Times Life Times Achievement Award for her dedication to sport.

Tessa holds two Honorary Fellowship Degrees, one from South Bank University in London in 2004, and prior to that Wolverhampton Polytechnic. She also has an honorary Masters Degree from Birmingham University. Tessa became the first female to be appointed Vice Chair for Sport England a role she held for 6 years.

Tessa is a keynote speaker, accomplished motivational presenter and awards host and TV & radio personality across sport, entertainment and media. She is also a business ambassador for carefully selected brands that she is personally committed to.

## **Biography**

During her 26 years competing for Great Britain Tessa was voted Sports Personality of the Year and Athlete of the Year (3 times) by the Athletics Writers Association, she also presented the Sports News for 2/3 years for Sky Television. Her media career involved television presenting for BBC, ITV, Bloomberg, GMTV, Talk Sport Radio.

Tessa has taken part in various BBC Show's and is a natural in front of the camera both as a guest and a host. One particular show recorded the highest viewing of the whole series on one evening with over 2.9 million viewers - it was repeated 9 nine times during the year.

Tessa was a Board member of the Olympic Park Legacy Company and continues to be very involved with that area today. Her charity support is extensive, her latest work includes being Patron of Adoption UK having adopted two young twins herself. More recently she became Patron for the Birmingham Commonwealth Association and is an Ambassador for Move it or Lose it, a campaign aiming at improving the fitness of older people, particularly during the pandemic of 2020.

She continues to be a regular within media, whether it be 'A Question of Sport' (2016), BBC Radio news review (2017) Loose Women (2019) Sky News (2019) or entertainment 'Celebrity 5 go Barging' Channel 5 (2018), Junk Food Experiment (2019), Sink or Swim (2019). She is often featured in magazines, broadsheets and the popular press (Hello Magazine covered her 60th birthday , Daily Telegraph featured 'mother at 57, model at 60', Telegraph supplement covered her 35th Anniversary since winning Gold ). Very much a TV/Radio personality outside of her sporting achievements she regularly gives keynote speeches as well as hosting award functions. More recently she was signed by a modelling agency and is developing work in fashion and beauty balancing this with her young family and sporting interests. She presented at a designers launch in 2019, making her debut appearance on the catwalk.

Tessa is also a corporate business ambassador helping to build brand awareness. She has several large roles with an announcement of an exciting new project shortly.

Social Media tags for Tessa:-

Tessa Sanderson CBE Official Twitter @tessasanderson

Tessa Sanderson CBE Official Instagram @tessasandersoncbe



**FEW Japan CSS 2020**

**#FEWCSS2020**

17th October 2020  
9.45am - 5.45pm | Online event