

**2022 AOTS Online Program [KROP09]**  
**Next Generation Leadership Based on Empathy and  
Co-creation in the Post Covid-19 Era**  
**Aiming for Sustainable Corporation, Lessons Learned from Best Practices in Japan**

Organized by The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS)  
Collaborated by AOTS Alumni Societies

**BACKGROUND**

The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) is an organization for human resources development mainly in overseas countries to promote technical cooperation through training, experts dispatch and other programs. Through those programs, we aim at contributing to the mutual economic growth of developing countries and Japan as well as enhancing friendly relations among those countries.

The AOTS webinar “Next Generation Leadership Based on Empathy and Co-creation in the Post Covid-19 Era - Aiming for Sustainable Corporation, Lessons Learned from Best Practices in Japan - (KROP09)” is an online seminar(Webinar) for business executives and managers in developing countries. This webinar will focus on the concepts of "empathy" and "co-creation", with case studies from Japanese companies, to learn what kind of leadership is necessary for companies to survive and develop in the era of major issues such as the COVID-19 pandemic and the rapid progress of Digital Transformation (DX).

**OUTLINE**

In the midst of the COVID-19 pandemic and the accelerating Digital Transformation (DX), the nature of companies /organizations, as well as required style of management and leadership are forced to undergo a major transformation. In order to sustainably develop business in these times, it is extremely important for leaders to gain the empathy of both customers and members of the organization. In addition, the key to the continuity and survival of a company is to achieve "co-creation" in a way that involves not only internal members but also customers and business partners.

To realize this, leadership in a new dimension (the next generation) has become paramount. On top of this, it is a very urgent issue that this kind of leadership is not limited to top management level, but also extends to all levels company-wide and this should result in networking and strengthening of collaboration inside and outside of the organization.

This webinar will focus on leadership from the perspective of "empathy" and "co-creation," and will elaborate advanced approaches of Japanese companies and their challenges. We aim to inspire participants, who are engaged in the management as well as further development of their companies/organizations in the developing countries, to broaden their perspectives as leaders and to apply them to the sustainable development of their own corporate activities in the post-COVID-19 era.

## OBJECTIVES

This webinar aims to achieve the following goals for company executives, managers/ supervisors and leaders of next generation in developing countries.

- 1) To understand the basic concepts of leadership and followership in an organization
- 2) To understand how organizations and leadership are expected to change in the context of DX and COVID-19 pandemic
- 3) Learn from the examples of initiatives by Japanese management leaders and companies and apply them to the reformation of participants' own leadership.

## DATE AND TIME

**Thursday, 15 September, 2022, 8:00-11:00AM (Japan Time)**

\*Please check the webinar start time in your country with **[Table 1] TIME DIFFERENCE WITH JAPAN IN THE TARGET ZONE** or ask it to the AOTS Alumni Society in the leaflet.

## TARGET COUNTRIES

Developing Countries in Latin America

\*Please refer to **[Table 2] LIST OF TARGET COUNTRIES** for details.

## NUMBER OF PARTICIPANTS

200 participants

## TARGET PARTICIPANTS

Company executives, managers/supervisors at each level and leaders of next generation residing in developing countries of Latin America

### **[Basic Requirements for Participants]**

In order to participate in this program, the following conditions must be satisfied, in addition to the work experience and position requirements specified for each program.

- a) Participants should live and work in target countries. Japanese is NOT applicable.
- b) Participants should belong to either a corporation or an organization.
- c) Participants should be 20 years old and over.
- d) Participants should be able to understand the lecture in Spanish and be able to understand the lecture materials provided in English.
- e) Participants should not be armed forces personnel.
- f) Participants should not be students.

Notes:

- 1) In the case of applications from other than Japanese-affiliated companies or local companies that hold local capital, the priority for selection becomes lower.
- 2) This training is mainly aimed at the people working in the companies/organizations in the private sector, so those who belong to national or local government agencies are not eligible to participate.

## THEME OF THE PROGRAM

- 1) Basic concepts of leadership and followership in organizations
- 2) Transformation of organizations and the leadership required under the era of DX and Covid-19 pandemic
- 3) Learnings from Japanese companies' advanced initiatives and their challenges based on empathy and co-creation

## LECTURER

**Prof. Atsutoshi OSHIMA**  
Professor, Miyagi University.



As a chief consultant with Mitsubishi UFJ Research Consulting Firm, Prof. Oshima was engaged in a great deal of research for government agencies and consultation work for private companies from the aspects of "Human Resources", "Digital Utilization", and "Global point of view". Also as an expert on loan to the APEC\* Secretariat for Human Resources Development, he promoted industry-government-academia cooperation, conducting lectures on leadership development and digital utilization.

Currently as a professor at Miyagi University, he provides practical education in business strategy/process, leadership, e-business and digital marketing. He also conducts several industry-academia collaboration projects for new value creation and next leaders' development.

He has authored many books and research papers, and lectured more than 180 times in Japan and overseas. Title of his new book is "Introduction to Digital x Business Management."

\*APEC: The Asia Pacific Economic Cooperation

## LANGUAGE

The webinar will be conducted in Japanese with Spanish interpretation. The lecture material will be prepared in English.

## PARTICIPATION FEE

**Free.**

**This program will be implemented with the subsidy from the Japanese Government and sponsored by AOTS Alumni Societies.**

## HOW TO APPLY

We accept applications from the AOTS Alumni Societies exclusively. Please contact the AOTS Alumni Societies in your area to apply for this program. Application form is available at the AOTS Alumni Societies.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>. E-mail the application form to the person in charge of the AOTS Alumni Society in your area by the application deadline. After the deadline of AOTS Japan, AOTS will screen the applicants and select the participants, who will be notified from the AOTS Alumni Society by email. (continue to next page)

The screening is conducted based on a comprehensive evaluation as well as described eligible requirements. Please note that you may not be able to participate in this program depending on the number of applications received.

### APPLICATION DEADLINE

#### **Tuesday, 23 August 2022 (Japan Time)**

\*After the deadline, the applicants will be notified as to whether you are accepted or not by e-mail from the Alumni Society in your area.

### ONLINE TOOL

#### **Zoom Webinar**

\*When selected as a participant, you will receive a link to join the program from Zoom, approximately one week before the program day. On the day of the program, please click on this link to join the webinar.

\*If you do not receive an email, please contact AOTS Alumni Society/Association you applied for.

### NOTES

Please read the following notes before applying for this program. By applying for the program, you agree to the following terms and conditions.

- ◇ Do not transfer the seminar connection information (meeting link/number/password) given to the participants, to others without permission.
- ◇ This program will be conducted using the external service "Zoom". Participants are required to prepare the necessary equipment for attending the seminar, such as a computer, webcam, and microphone, and to confirm that the communication environment does not interfere with participating this program before the program started. The participant shall prepare and maintain the equipment and communication environment necessary to receive training at their own expense and responsibility.
- ◇ The personal information provided by the participant may be provided to the persons involved in the implementation of the program, such as lecturers and interpreters, based on the participant's consent. In addition, the registration information and other information and data provided may be used at the discretion of AOTS for the purpose of providing and operating training, improving and enhancing training content, publicizing other training programs and conducting surveys, or may be made public as statistical information in a form that does not identify individuals.
- ◇ The participants are requested to cooperate for a survey conducted by AOTS.
- ◇ Unauthorized reproduction, editing, modification, distribution or reprinting of handouts, or filming or recording of lecture content is strictly prohibited. Participants are asked to make a pledge not to commit any violation.
- ◇ In the event of an unavoidable accident (war, riot, labor dispute, earthquake, storm, fire, flood, epidemic, etc.) or network / equipment trouble, AOTS may cancel the implementation of the program. AOTS will not be held responsible if it becomes difficult for participants to participate in or continue to participate in the program due to an unavoidable accident or network/equipment trouble.

### INQUIRY

The Association for Overseas Technical Cooperation and Sustainable Partnership  
Overseas Cooperation Group

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**[Table 1] TIME DIFFERENCE WITH JAPAN IN THE TARGET ZONE**  
 (Only countries with AOTS Alumni Societies are listed.)

Country (Region)	Time difference with JST
Argentina	JST - 12:00
Brazil (Sao Paulo, Rio de Janeiro)	JST - 12:00
Bolivia	JST - 13:00
Paraguay	JST - 13:00
Venezuela	JST - 13:00
Ecuador (Quito)	JST - 14:00
Peru	JST - 14:00
Mexico (Mexico City, Monterrey)	JST - 15:00

**[Table 2] LIST OF TARGET COUNTRIES**

Applicants should be residing in the following countries.

<b>Latin America (28)</b>	
Antigua and Barbuda	Guyana
Argentina	Haiti
Belize	Honduras
Bolivia	Jamaica
Brazil	Mexico
Colombia	Montserrat
Costa Rica	Nicaragua
Cuba	Panama
Dominica	Paraguay
Dominican Republic	Peru
Ecuador	St. Lucia
El Salvador	St. Vincent and Grenadines
Grenada	Suriname
Guatemala	Venezuela

If no AOTS Alumni Society exists in your country (region), please apply through the AOTS Alumni Society in your nearest area.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>.