



Founder of PHP Institute and Panasonic Corporation

**Konosuke Matsushita**

Learning from Japan's most respected business leader

# Konosuke Matsushita Seminars

for business leaders from abroad offered by PHP Institute

These seminars, aimed at helping business leaders and executives to acquire the fundamentals of a business-oriented mindset and thinking, are based on the philosophy of the late Konosuke Matsushita, who founded Panasonic Corporation and transformed it into one of his generation's world-class corporations.

Participants will not only obtain knowledge concerning Matsushita's time-tested practical business methods, but also gain insights into business-oriented philosophy, ethics and attitudes—qualities indispensable for leaders in today's business environment.

In accordance with your needs and schedule, programs can be structured up to include lectures, workshops, study tours or business networking as well as enjoyable intercultural experiences, such as the refinements of the Japanese tea ceremony. Each participant will be eligible for a Certificate of Completion.

## You are able to choose what you wish to learn from a wide range of our contents!

We can customize a seminar program that meets your requests, with flexible selection from among three major categories of contents below.

Session length might range from just a half day (three to four hours) to one or two weeks, with activities that can also incorporate intercultural experiences and sightseeing.

### Seminar

Business Philosophy  
Management  
Leadership  
Human Resource Development

### Special Lecture

Given by current or former  
presidents,  
CEOs,  
executives,  
managers

### Study Visits / Networking

Visiting factories, retail outlets  
and seeing service performed  
on-site, etc.  
  
Roundtable discussions with  
researchers and networking  
with Japanese business  
executives.



## Each participant receives a certificate upon successful completion of our contents!

### Main Info

**Dates** : To be arranged upon request

**Venue** : PHP Institute, Kyoto Headquarters or Tokyo

**Price** : Upon negotiation (tailored to fit your budget)

### How to Apply

Send us an email with your company name, name of the person in charge and his or her contact information. We will respond as soon as possible.

### Contact Us

**travel@miyako-kokusai.co.jp**

(Sorry, but telephone calls cannot be accepted at this time.)

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## What is PHP Institute?

PHP Institute was founded by the late Konosuke Matsushita in 1946. In the disorder and confusion that marked the immediate aftermath of the Second World War, he was moved to establish the Institute to research and disseminate ways to bring "Peace and Happiness through Prosperity" to society by assuring both spiritual and material prosperity. The activities of the Institute fall roughly into three closely related categories: Research, Publishing and Education.

<http://www.php.co.jp/en/>

## Konosuke Matsushita (1894 - 1989)

Long reputed as "the God of Management" in Japan and highly regarded as an industrialist, innovator and writer, he founded Matsushita Electric, forerunner of the Panasonic Group, which expanded from a small company into a global corporation during his lifetime. Among his many other achievements was establishment of the Matsushita Institute of Government and Management in 1979 to nurture and promote leadership for the future.

