

# SUCCESS PRINCIPLES THE MATSUSHITA WAY



Matsushita Konosuke, was born in Wakayama, western part of Japan, on November 27th, 1894. His father was a business man who incurred heavy losses, leading to bankruptcy. This event happened when Matsushita Konosuke was nine years old, thus he had to start working at a very early age. Although he did not acquire much of formal education, he was a lifelong learner, and went on to establish a multi-billion, multi-national company now called as *Panasonic*.

He is a testimony to the fact, that ordinary individuals, can do wonders, if they follow certain principles in life.

Matsushita Konosuke's principles are timeless and a great way to learn. He did not learn the theory, to be practiced later. He first experienced the challenges and while attempting to overcome the challenges, he fine-tuned his practices, which later led to the "theory."

It was Matsushita Konosuke, who created a strong team of leaders, across the Japanese industry. Great individuals like Mr. Fujisawa, a partner to Mr. Honda, Mr. Taizo, the man who contributed towards the growth of Toyota and Mr. Idemitsu, the founder of Idemitsu oil would meet regularly to plan the growth of Japanese industry. It was this group led by Matsushita Konosuke, who enabled the quality movement in Japan spear headed by Mr. Edward Demmings to take off, which has resulted in Japan now having some of the most successful companies in the world.

This seminar "Success Principles the Matsushita Way" is a brilliant platform for Indian professionals and entrepreneurs to learn and implement the principles that propelled Matsushita Konosuke, and all those who followed his principles, be it the employees of Panasonic, Vendors,

Channel partners, or countless others like Mr. Inamori, the founder of Kyocera, who lived purposeful lives, driven by passion to excel and to contribute and to find ways to overcome challenges.

- The seminar is replete with anecdotes from the lives of Matsushita Konosuke, which are very powerful, something similar to the great anecdotes of epics like Mahabharata and Ramayana.
- The seminar covers practical tips on how to create growth oriented organisations, in which jealousy and arrogance are contained, by creating a culture of learning, teaching and contribution.
- These seminars will share the effective methods that Matsushita taught that allowed synergy among team members and ways to ensure that the sum was always greater than the parts.
- The seminar has in excess of 80 powerful points, that will enable the participants to strengthen the way they perform, both in their professional as well as their personal lives.

## Success Principles

# The Matsushita Way

The seven principles of the Matsushita Way are as under:

1. **PURPOSE:** Purpose allows the individuals to be “permanently charged.” Thus, taking the ups and downs with the intent to learn, to deliver and to grow personally.
2. **UNTRAPPED MIND:** Once an individual is empowered with a purpose, he or she will constantly find better ways to achieve. Always finding better ways, and thinking outside the box, and in the process expand their horizons.
3. **PASSION:** Driven by a sense of purpose, with an un-trapped mind, the individual can generate and sustain momentum.
4. **RESPONSIBILITY:** An individual driven purposefully, un-trapped by conventional limitations, passionate to deliver, will be responsible, because he or she sees life as an opportunity not a threat.

5. **COLLECTIVE WISDOM:** An individual, who is driven to achieve a purpose, is no longer jealous or arrogant, and is thus driven to ask for help, offer help, and thus the collective wisdom creates amazing results.
6. **TRAINING:** Learning and development becomes a way for the individuals to harness their energies and keep away from energy sappers such as jealousy or arrogance. Training allows them to become better and achieve their purpose of serving.
7. **ATTITUDE OF GRATITUDE:** Ultimately, individuals become grateful to all the stakeholders as they achieve their purpose. Life becomes a journey of commitment, not compulsion, and instead of being cynical, individuals become sensitive and sensible to align themselves with the team, and other stakeholders, be it customers, vendors or society at large.

*The above seven principles will be clearly understood, and tips of how to implement the principles will be enumerated in the following 85 points, grouped into eight components of leadership and management:*

## Responsibility

1. The chain of responsibility begins at the top.
2. Responsibility and remuneration are in proportionate ratio.
3. Taking responsibility for failures - paves the path to success.
4. Responsibility and “courageous worrying”.
5. Responsibility and sincerity.
6. The responsibility to motivate.
7. The responsibility to communicate.
8. The responsibility to lead.
9. Responsibility and influence on politics.

## Decision Making

10. The significance of decision-making.
11. Decision-making and the onus of responsibility
12. Leadership and decision-making.
13. Technology vs. Insight in decision-making.
14. The role of feedback in decision-making.
15. The right decisions...at the right time.
16. Common Sense.
17. The essential and the inessential.
18. Sunao - the importance of an unbiased mind.

19. The decision to retreat is as crucial as the decision to proceed (calling a spade a spade).
20. Courage and ethics in decision-making.

## What it takes to be Successful

21. Recognizing YOUR weaknesses – is the first step to success.
22. Realizing the essence of good management.
23. Liking and believing in what you do.
24. Enthusiasm and the will to succeed.
25. Know yourself – and your organization.
26. The correct way of borrowing from financial institutions.
27. Early detection of a disease can greatly increase the chances of cure.
28. Make the most of your mistakes.
29. The role of fate.
30. If it rains, open the “umbrella”

## Motivation

31. Correct motivation makes best motivation.
32. Walking the walk. Not talking the talk.
33. Be the flame that starts the fire.
34. Seeing the best will bring out the best.
35. A sense of purpose is a bigger motivator than a sack of incentives.
36. Seeing the cup as half full... not half empty.
37. Let your strengths and weaknesses be known.
38. The importance of maintaining trust.
39. Don't wait for the best man, get the best out of your man.

## Resources

40. Your human resources are your greatest assets.
41. Define your purpose, formulate your plan, guide your people.
42. Just “doing your job” is not enough.
43. Good managers are like ballet dancers... always on their toes.
44. Let your workers face their own challenges.
45. Delegate without delegating all.
46. Square pegs in round holes.
47. Opening Doors – all owning opportunities for growth.

## Teamwork

48. The ocean of collective wisdom.
49. A wise manager seeks the counsel of many.
50. A chain is only as strong as each link that constitutes it.
51. Not yours or mine, but ours the transparent glass policy.
52. Encouraging Initiative.
53. The pros and cons of hierarchy.
54. The world is your oyster.
55. An open mind is more valuable than a fancy R&D outfit.

## Ups and Downs

56. Oranges and Lemons
57. Stand behind your people, and your people will stand behind you.
58. Make the most of the bad times.
59. The University of Adversity.
60. Tough times call for time out.
61. When the going gets tough, the tough get going.
62. Never lose the strength of your convictions.
63. Count your blessing.
64. Adversity tempers complacency.
65. A company grows during tough times.
66. Decide, execute, reflect.
67. Finding solutions not justifications.
68. The importance of objectivity.
69. The right to righteous Indignation.
70. Keep your neck on the line.
71. The more you learn, the less you know.
72. Keeping Buffers.
73. When neck deep in problems – prioritize
74. The person at the top learns to keep himself / herself in check.
75. Keeping one's self at arm's length

## Energy, Will and Drive

76. A manger's day is never over.
77. Always remain on the Ball.

78. Tackle your problems with relish.
79. Lonely at the top.
80. Push your limits.
81. All work and no play.
82. The Fruits of honest labor.
83. Facing challenges with enthusiasm and optimism.
84. Be a performer, not a spectator – in the drama of life.
85. The secret of happiness.



## Mr. Ryoji Shimada

*Senior Coordinator and Manager*

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After having matriculated at Stockholm University, Sweden, Shimada graduated from the Faculty of Law at Chuo University, Tokyo. He was employed by Tokyo Shoseki, the biggest textbook publisher in Japan, where he was responsible for editing educational materials and books.

In 2008 he joined PHP Institute, where he served as deputy editor-in-chief for an English monthly business magazine, and for which he interviewed various business people and contributed numerous articles. Simultaneously Shimada has been assigned to the international public relations department as manager and conducted business seminars mainly for non-Japanese business persons. He has been one of the researchers on Konosuke Matsushita and has studied his business philosophy for the last five years. He is also a national certified Licensed Interpreter Guide between English and Japanese.



## Vijay Michihito Batra

Vijay Michihito Batra is a revered and trusted name as a inspirational and motivational speaker in India. He is driven to spread the message of positive thinking and work ethics through his talks and training seminars. He brings a unique blend of Indian, Japanese and American ways of success. Having worked in India, Japan and America over extended periods of time, Vijay has experienced and observed the principles of success which are universally applicable.

Vijay is highly sought after to conduct programmes on leadership for the senior and top management in prestigious companies. His effortless brilliance in sharing powerful unconventional wisdom worded mostly simply – is a unique talent to which he owes his immense popularity. He transforms people by impinging upon their minds subtly, yet strongly. He successfully deconstructs the inner workings of commonplace thoughts and adds his fresh and empowering perspective to it. Vijay's unassuming grace and charisma make him a speaker par excellence.

## METHODOLOGY

The workshop will be conducted in a highly interactive manner, in which Mr. Shimada from PHP Japan, and Vijay Michihito Batra of Think Inc., India will co-conduct and facilitate the seminar, ensuring that the essence of the Matsushita Principles is delivered and received effectively by the participants.

The format will be unique and ensure that the cultural nuances and perspectives of India and Japan are aligned to optimize learning.

The effective use of audio-visual aids, written materials and interaction between the facilitators and the participants will ensure that the participants are empowered with success principles, which they will implement – immediately.