

Management Strategy

Now Is the Time to Demonstrate Our True Value ———

We will achieve dramatic growth through our ongoing commitment to being a one-of-a-kind business and organization.

A Steadfast Conviction since Our Founding

As Japan's working population shrinks and the source of companies' competitive advantages shifts from tangible goods to intangibles, human resources and organizations will become crucial assets for corporate management. That was my belief when I founded Link and Motivation in 2000. At that time, the English word "motivation" had not yet gained currency in Japan. Now, more than 20 years later, my belief has only become stronger.

Due to the COVID-19 pandemic and other factors, the market environment has changed drastically, far beyond anyone's imagination. Particularly in Japan, where the working population is shrinking at the fastest rate in the world, people's motivation for working is becoming more diverse and they are changing jobs more often. Securing and retaining human resources who are capable of succeeding has become a key issue for many companies. We are entering an era when companies must do more than just promote their business strategies. Companies will not grow unless they transform their organizational strategies, including for developing human resources and improving employee engagement. At the same time, individuals who do not continually increase their market value will not be chosen for employment by companies.

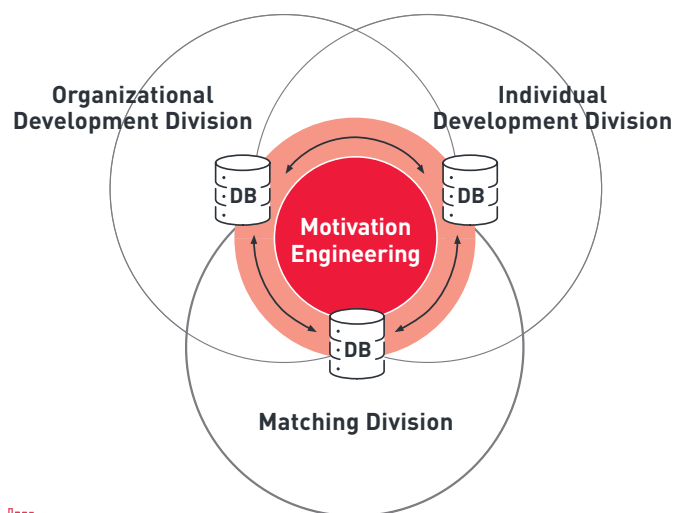


Ozasa Yoshihisa
Chairman and
Representative Director
Link and Motivation Inc.

A Medium-to-Long-Term Strategy for Further Expansion of Our One-of-a-Kind Value

Based on Motivation Engineering, our core technology, we currently conduct business in three divisions: the Organizational Development Division, which creates growth for organizations and fulfillment for workers; the Individual Development Division, which creates fulfillment for individuals; and the Matching Division, which connects organizations and individuals. I am proud to say that our businesses have become indispensable entities even in a changing market environment. Nevertheless, I strongly feel that we must ramp up our growth to remain the leader in this market. As a long-term measure to establish our one-of-a-kind position more firmly, we intend to link the unique databases of each of our divisions to build an “engagement chain” that will dramatically improve engagement between organizations and individuals. Over the medium term, we will increase investment in the Organizational Development Division to further stimulate the rapidly growing employee engagement market.

An Engagement Chain That Expedites One-of-a-Kind Value



Linking Business and Organizational Strategies to Maximize Value

Speedily maximizing the value that only we can provide will require high-level linkage between our business and organizational strategies. We have provided Japanese society with new values, including raising awareness of the importance of employee engagement and independent career development. We have also grown by making full use of our own services to act as a role model for these values, and by consistently planning strategies from both a business and an organizational perspective. Going forward, we intend to prove that our management model that links business and organizational strategies can help achieve sustainable growth, and then popularize this new management model.

Passion That Will Change Society

Over the past 20 years, conditions for both organizations and individuals have changed at a dizzying pace. Those changes will only become faster and more pronounced. That is why now is the time for LMG to demonstrate its value. Even though it is apparent to all that human resources are a company's greatest and most powerful asset, and that organizations are the key to continuously generating value, few companies have been able to achieve a true transformation. We conduct our businesses because we are serious about changing society using Motivation Engineering, our unique technology for diagnosis and transformation. Moreover, I am certain we can accomplish this goal. Together with stakeholders who share our vision, we will continue to make strong progress in creating a more meaningful society. You can look forward to the continuing growth of the Link and Motivation Group in the years to come.

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Link Business and Organizational Strategies at a High Level for Sustainable Growth to Carry Out the LM Mission

The Group believes that high-level linkage between its business and organizational strategies will be key to carrying out the LM Mission. Management will consistently formulate strategies that take both aspects into account to achieve sustainable and speedy growth.



Ramp Up Growth Investment in the Organizational Development Division over the Medium Term to Realize Our Long-Term Strategy

To realize our long-term strategy, we will ramp up investment in the growth of the Organizational Development Division over the medium term. With the current rapid growth of the employee engagement market, we will focus on the Organizational Development Division, our founding and most profitable business, and strengthen synergies with our other divisions to rapidly build an engagement chain.

