



Link and Motivation Group

# Human Capital Report 2021

Link and Motivation Group

# Link and Motivation Group Profile

## Mission

Through Motivation Engineering, we provide opportunities to transform organizations and individuals and create a more meaningful society.

## Corporate Slogan

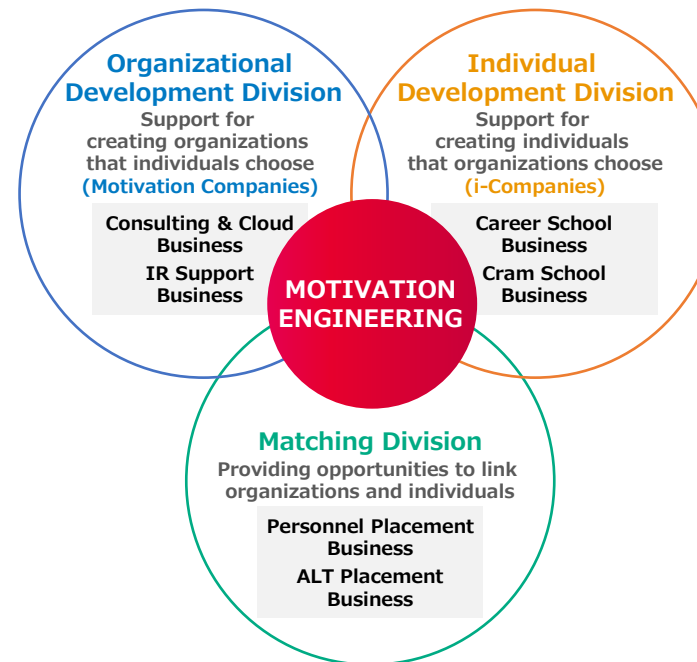
Individual Passion Inspires the World

## Basic Information

(As of December 31, 2021)

Chairman and Representative Director: Ozasa Yoshihisa  
Paid-in capital: 1,380,610,000 yen  
Stock code: 2170  
(Prime Section of Tokyo Stock Exchange)  
Head office: Kabukiza Tower 15F, 4-12-15 Ginza,  
Chuo-ku, Tokyo 104-0061, Japan  
Established: April 2000  
Revenues: 32.6 billion yen (consolidated)  
Adjusted operating income: 3.1 billion yen (consolidated)  
Number of employees: 1,493 (consolidated)

## Business Structure



## Overview by Division

(As of December 31, 2021)

	Revenues (billion yen)	Gross Profit (billion yen)	Number of Employees
Organizational Development Division	108	75	556
Individual Development Division	74	29	581
Matching Division	150	55	355

Message from Management

## Motivation Driven

### Our People Are Our Greatest, Most Powerful Asset

When we founded Link and Motivation in 2000, the English word “motivation” was an academic term in Japan, not a word used commonly by all. Now, just over 20 years later, it has become a word that even children might spontaneously use.

The ability to form organizations—their conception and evolution—is one of humankind’s most important breakthroughs. Massive wonders such as the Pyramids and the Great Wall of China were built not just through the efforts of individual people but also through the formation of organizations. When individuals cannot achieve something on their own, they bring in others to form organizations. Although technology has advanced significantly over the years, I believe this ability is still universal, and that it will guide us for as long as human beings are around.

At Link and Motivation, we regard our organizational and human resource strategies as core management themes of equal or greater importance than our business strategies, and we continue to invest regularly in them. That is because whether we are executing a business strategy or engaged in digital

transformation, the ones carrying out such initiatives are our people and organizations. They are the source of our growth.

Employees of the Link and Motivation Group sympathize with the LM Mission: “Through Motivation Engineering, we provide opportunities to transform organizations and individuals and create a more meaningful society.” They are inspired by that passion every day as they support the transformation of our customers. This is clear from a look at the Engagement Ratings we disclose, with nine out of 11 Link and Motivation Group companies scoring AAA—the highest level.

The publication of this Human Capital Report is one aspect of our efforts to lead human capital management in Japan. It does so by communicating our approaches and results in this area. I hope the report provides all our stakeholders with a better understanding of the Link and Motivation Group.

Ozasa Yoshihisa  
Chairman and Representative Director  
Founder

# Human Capital Report 2021

Link and Motivation Group  
Disclosure of Organizational Strategies

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