

# How to Network in the US and Japan

Master the #1 way to begin and develop your Japan-related career



October 20, 2021 [Kasia Lynch, Founder - Ikigai Connections]

# Introduction

- Kasia Lynch, Founder of IkigaiConnections.com
- Job board for Japanese jobs in the US:  
NihongoJobs.com



# Agenda

- **Overview & Benefits**
- **In-person Networking**
- **Online Networking**
- **Real Life Examples**
- **Q&A**

# Overview

**“Where you are  
in five years  
depends on  
who you meet  
today.”**

**George  
Stamatis**

# Overview

**Who is this webinar for?**

**If you...**

- are afraid of networking
- are starting out on your career journey
- want a refresher course on the basics
- want some tips on networking with Japanese people (whether in Japanese or English)



Photo by [Evangeline Shaw](#) on [Unsplash](#)

# Overview

## Top things that influence your career:

- Education
- Experience
- Resume
- Networking

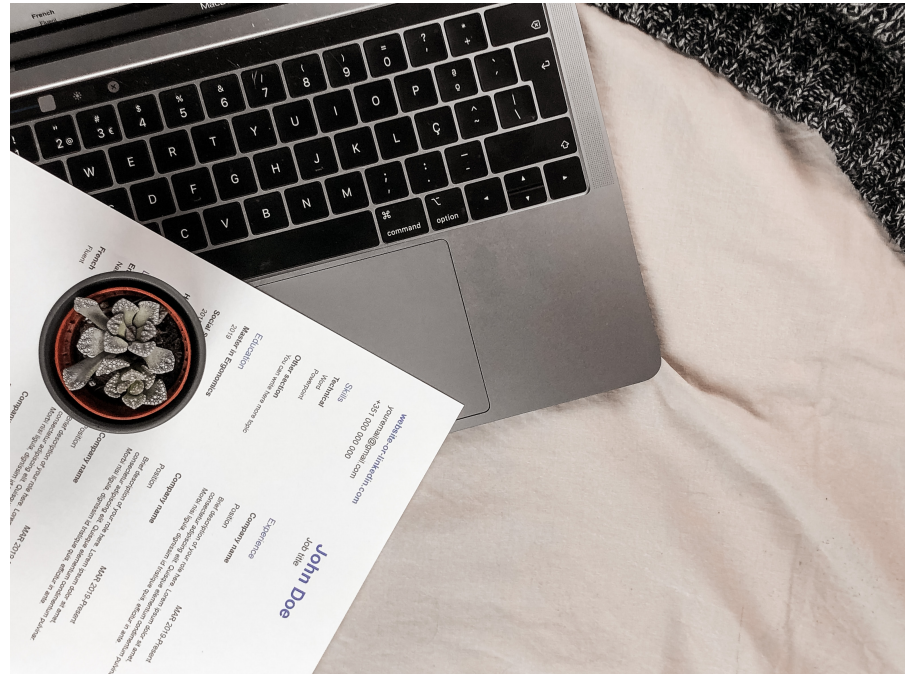
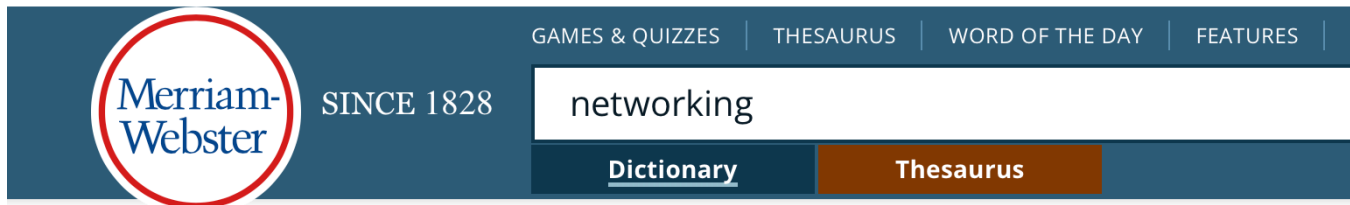


Photo by [João Ferrão on Unsplash](#)

➔ Sometimes *who* you know, and who knows your merits, is more important than *what* you know.

# Overview

## What is networking?



## networking noun

 Save Word

net·work·ing | \ 'net-wər-kiŋ  \

### Definition of *networking*

**1** : the exchange of information or services among individuals, groups, or institutions

*specifically* : the cultivation of productive relationships for employment or business

// ... *networking* remains the No. 1 cause of job attainment ...

— Hal Lancaster

**2** : the establishment or use of a computer network

// He has extensive experience in computer *networking* and information security.

# Overview

## Why is it important?

- Job openings (i.e. recommendations of connections)
- Career boost (serves as your social proof)
- Grow as a person by learning
- Community

“When you’re struggling on the job, tap into your network to attain clarity on your next step and for help in taking it.” Tamara S Raymond



# Overview

## Why is it important for Japanese people? 🇯🇵

- *Relationships* are key:
  - internal (within a company)
  - external (society, network)
- Oct 6th USJBF webinar

**How I Built a Business Career Related to Japan**  
Webinar: October 6, 2021, 8—9 pm ET  
Business leaders talk about how to build a corporate career and what it's like to work for a Japanese company.

**Jessica Kennett Cork**  
YKK Corp. of America  
Vice President

**Trevin Dye**  
JETRO  
Assistant Director

**Amy DeLouise**  
DeLouise Enterprises  
Storyteller

Sponsored by:  
indeed  
RECRUIT

➔ *Nurture your relationships without an expectation that you will get something from it.*

# Overview

## With whom do you network?

- Friends & acquaintances
- School alumni
- Mentors and experts
- Company representatives (i.e. HR)

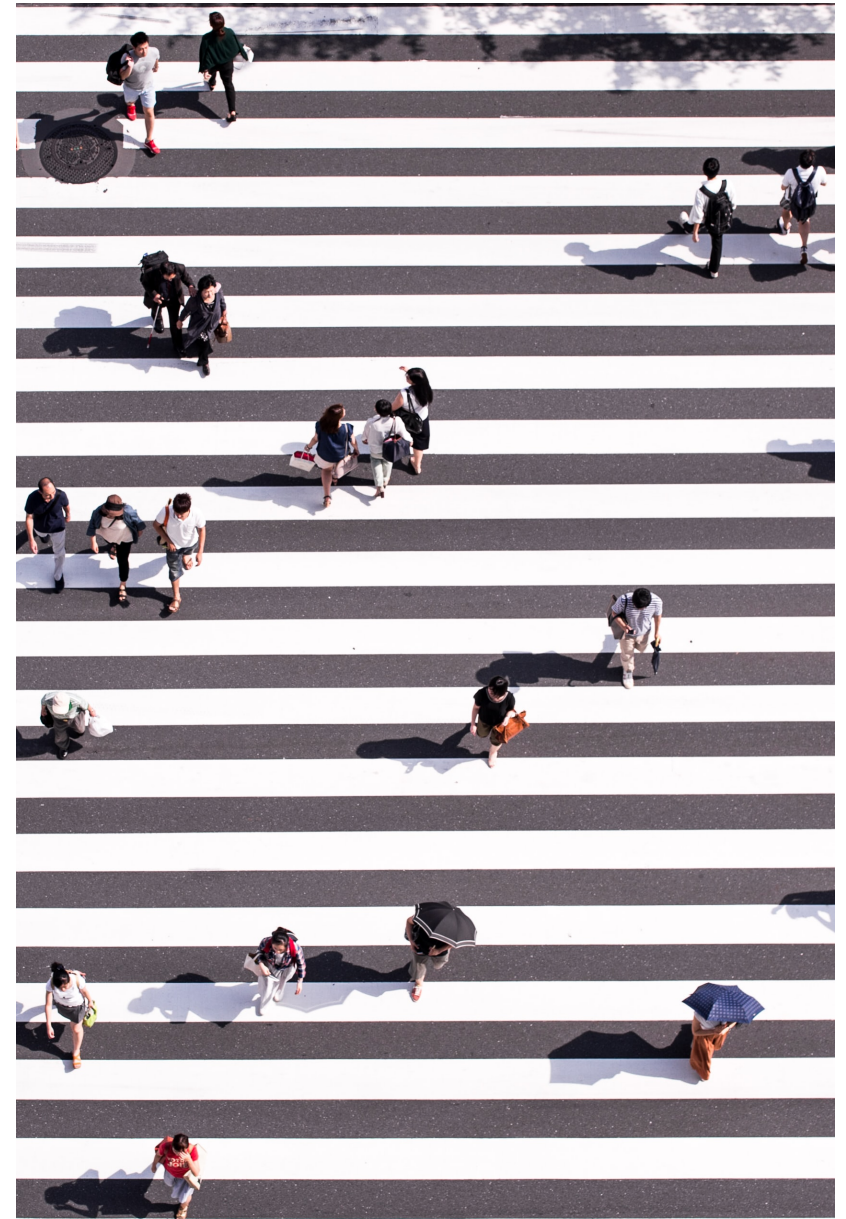


Photo by [Ryoji Iwata](#) on [Unsplash](#)

# Overview

## Which language should I use?

- **English:** understood by most
- **Japanese:** impressive if you know it
  - start where you are & don't have "fluent" expectations
  - gets better with practice
  - Key phrase: どうぞよろしく  
お願いします。



**KAKEHASHI TIPS**  
with Chie & Kasia

What is THE most important phrase in Japanese business?

IKIGAI CONNECTIONS

# Overview

## A word about personality types...

- **Introverts:** start with online (i.e. social media)
- **Extroverts:** attend events (inc. online networking events)

➔ **Reality check:** *you have to get over this “barrier” if you’re shy or not confident. It’s a part of life, and we typically have to rely on other humans to survive and work.*



Photo by [Jackie Hope](#) on [Unsplash](#)

# In-person Networking

**“Courage starts  
with showing  
up and letting  
ourselves be  
seen.”**

**Brene Brown**

# In-person Networking

## Networking events

- Current reality and post-COVID
- In-person:
  - Japan America Societies, consulates, JETRO, Meetups, etc.
  - Get on mailing lists & attend!
- Online:
  - the same organizations!
  - turn your camera on and participate

# In-person Networking

## Top Tips:

- Business card (*meishi*)
- Elevator pitch & my example
- Ask questions
- Follow up



Photo by [Jukebox Print](#) on [Unsplash](#)

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.  
— Maya Angelou

# Online Networking

**“Instead of trying to shake 20 hands, get 30 business cards and add 40 people to your LinkedIn, consider taking the time with authentic introductions and conversations that are grounded in connection over racing to see how quickly they can find a new conversion or sale.”**

**Loren Weisman**



# Online Networking

## Methods:

- email
- social media
- online events
- conversation partners
- 1-on-1 virtual calls



Photo by [Sara Kurfelß on Unsplash](#)

# Online Networking

## Social Media

- Use professional profiles (watch your personal ones...)
- Use the best social media for your desired industry
  - Twitter: translators, localizers, manga, anime, gaming
  - Facebook: cultural, linguistic
  - Instagram: cultural
  - LinkedIn: business in general (Japanese users?)

# Online Networking

## LinkedIn

1. **Search:** find people & companies in your desired industry
2. **Connect:** read a person's profile & add a message when connecting
3. **Interact:** like/comment posts of people you follow, join groups
4. **Post:** share appropriate content

\* These tips can be applied to other social media.

# Online Networking: LinkedIn

## 1. Search: find people & companies in your desired industry

The screenshot shows the LinkedIn search interface. At the top, the LinkedIn logo and a search bar containing 'JET Michigan' are circled in purple. Navigation icons for Home, My Network, Jobs, and Messages are visible. Below the search bar, tabs for Posts, People, Jobs, Companies, Groups, Schools, Courses, Events, and Services are shown. The main content area displays three search results, each with a profile picture, name, location, title, past experience, and shared connections. A 'Connect' button is present for each result, but it is crossed out with a large 'X'.

**Search Results:**

- Profile 1:** [Redacted] • 2nd  
Japanese/English bilingual professional seeking job in Michigan.  
[Redacted] MI  
Past: Assistant Language Teacher at Japan Exchange and Teaching Program(me) (JET)  
Rhea Young, Izumi Suzuki-Myers, and 5 other shared connections
- Profile 2:** [Redacted] • 2nd  
Entrepreneur, Visionary and Business Growth Advisor  
Detroit Metropolitan Area  
Honors & Awards: DBusiness 30 in Their Thirties 2016 Honoree - ...products and services from **Michigan** that span the world, from private **jet** charters to residential...  
Johann Huber-Gutierrez, Tonya McNeal-Weary, MBA, AMC, and 3 other shared connections
- Profile 3:** [Redacted] • 2nd  
Graduate from Michigan State University  
[Redacted] MI  
Past: Assistant Language Teacher at Japan Exchange and Teaching Program(me) (JET)  
Rhea Young, Kimberly Miglino, and 2 other shared connections

[See all people results](#)

# Online Networking: LinkedIn

**2. Connect:** read their profile (inc. interests!) & add a message to connect

The image shows a LinkedIn profile for a user with a redacted name and a 2nd-degree connection. The profile text includes: "Japanese/English bilingual professional seeking job in Michigan." and "Michigan, United States · [Contact info](#)". It also shows "281 connections" and "7 mutual connections: Rhea Young, Izumi Suzuki-Myers, and 5 c".

Annotations include:

- A purple arrow pointing to the "Connect" button with the text "Click here on desktop".
- A purple arrow pointing to the "More" button with the text "Click here on mobile".
- A dropdown menu on the right with the following options: "Share profile in a message", "Share via...", "Follow", "Personalize invite" (circled in purple), and "Report or block".

Below the profile is a modal window titled "You can customize this invitation" with a close button (X). It contains a green checkmark and the text: "You can add a note to personalize your invitation to [redacted]". At the bottom of the modal are two buttons: "Add a note" (circled in purple) and "Send".


# Online Networking: LinkedIn

## 3. Interact: like/comment posts of people you follow, join groups

カーシャ Kasia likes this

**Japan Expert Insights**  
520 followers  
1w · 🌐

The new President of Japan's Liberal Democratic Party has been elected. Before being elected Prime Minister, Fumio Kishida is to appoint the new leadership of the LDP. Known as a "consensus builder", Mr. Kishida: ...see more



Japanese Politics 101  
w/ Timothy Langley  
Chief Executive Officer  
Langley Esquire

The New LDP Leadership.  
The President, the Secretariat,  
Policies and Trade-offs






October 3, 2021

6 · 1 comment

Like Comment Share Send

### Interests

Influencers Companies **Groups** Schools

-  **Business Success Japan: Guests and Friends of the Podcast**  
20 members
-  **Global HR Network of Japanese Companies**  
162 members
-  **InStyle Tokyo Premier Networking**  
1,480 members
-  **Japanese Language Professionals**  
2,661 members
-  **Japanese-Jobs.com**  
3,923 members

# Online Networking: LinkedIn

## 4. Post: share appropriate content

カーシャ Kasia  
Founder of NihongoJobs.com, the job board for Japanese jobs in the U...  
1d · 🌐

#KakehashiTips: Sumimasen! ... or, a super handy phrase that can mean so much.

...see more

**KAKEHASHI TIPS**  
with Chie & Kasia

"Sumimasen"  
---  
"I'm sorry" "Excuse me" & "Thank you"  
all in one!

Sumimasen: "I'm sorry," "Excuse me," and "Thank you" - all in one!  
youtube.com

👍❤️ 25 · 4 comments

👍 Like    💬 Comment    ➦ Share    ↗️ Send

カーシャ Kasia  
Founder of NihongoJobs.com, the job board for Japanese jobs in the U...  
1h · 🌐

私の友達はハーバード大学で研究をしており、18歳から35歳までの日本人の方を調査のために探しています。

...see more

**Caleigh Griffin** · 1st  
Director of Client Success at Whole U.  
2h · 🌐

I am conducting research for Harvard University on personality types (introverts/extroverts/ambiverts), how people adapt to technological advancement, and how this advancement impacts their well-bei ...see more

**Qualtrics Survey | Qualtrics Experience Management**  
harvard.az1.qualtrics.com · 1 min read  
Survey Software, Enterprise Survey software for enterprise feedback management...

👍 5

👍 Like    💬 Comment    ➦ Share    ↗️ Send

# Online Networking

## Tips:

- **Thank** them: nice email, actual card, gift card, future favor
- No **ghosting**, please!
- **Warning:** job-related scams and untrustworthy people do exist, so be smart.



Photo by [Hanny Naibaho](#) on [Unsplash](#)



# Online Networking



Photo by [Behzad Ghaffarian](#) on [Unsplash](#)

- “I heard you on the Business Success Japan **podcast** and really enjoyed your story. I related to x and y, and agree with z.”
- “We joined the same Kizuna **online networking event** and I didn’t get a chance to be in the same breakout room. I’d love to connect and learn more about you.”

# Online Networking



Photo by [Ronnie Overgoor](#) on [Unsplash](#)

## Situations & Scripts: Goal-related

- “I read your *meishi* article in Kokoro Media and really appreciate your style. I see that you are a guest writer for many publications, and would love to connect and see more of what you write as I am also an **aspiring author**.”
- “I discovered your profile because **my dream** is to one day become an aerospace engineer in Japan. I’d appreciate the opportunity to connect and live vicariously through your posts.”

# Online Networking

## Situations & Scripts: Job-related

- “I see that you recruit for Japanese/English bilingual roles. If you ever need someone with banking experience in Michigan or Ohio, please do not hesitate to let me know.”
- “I just emailed you my application for the Bilingual Program Coordinator in TN, and wanted to share my LinkedIn profile, too. I believe I would be a good fit because of my language and people skills.”



Photo by [Belinda Fewings](#) on [Unsplash](#)

# Real Life Examples

**“If we create networks with the sole intention of getting something, we won’t succeed. We can’t pursue the benefits of networks; the benefits ensue from investments in meaningful activities and relationships.”**

**Adam Grant**

# Real Life Examples

“I want to get into \_\_\_\_\_. What would be the best way to get my foot in the door?”

- **Networking** - regardless of industry
- Research online and on social media to see **who** you find.
- Discover related **companies** and follow them.
  - Global presence: where are they and where are they not.
  - Can you support them with your Japanese skills?
- Think outside the box. Be creative!

# Real Life Examples

**I am an animator and about to graduate college. I've been studying Japanese for 3 years as well, so I am ready to start my life as an artist in Japan. The problem is, I don't know how to start, and obtaining the visa is intimidating. Should I start as a teacher? Or launch myself fully into the art territory?**

- Depends... (but nothing is impossible!)
  - Choice #1: Start as a teacher and network with artists while in Japan.
  - Choice #2: More niche than teaching, so will require research and networking (esp. if want to go to Japan).
- Spend time digging into this online and on social. Others have asked this question...

# Real Life Examples

**I was taught that “cold calling” companies in Japan is rude. What’s the balance between putting yourself out there and cold calling?**

- Rude vs. not done much
  - Job searching: their website or job boards
- Relationships = key
- Takes longer, but focus on networking



Photo by [Alexander Andrews](#) on [Unsplash](#)

# Real Life Examples

**Do you have any recommendations on ways I can network/gain experience if there is not a strong Japanese-related company/job presence in my area?**

- The internet is your friend.
- Are you mobile?
- Can you create any opportunities?



Photo by [LinkedIn Sales Solutions](#) on [Unsplash](#)



# Real Life Examples

**Do you have any advice towards what one should do \*while\* on JET, if they want to build a career in Japan after the program? Being on JET bans you from making money in any other job besides JET while you're in the program, so I'm not sure what opportunities I can find there otherwise.**

- Networking!
  - Networking groups (foreigner or Japanese community)
  - Research opportunities/companies online
  - Make friends and share your dream

# Conclusion

**“The currency  
of real  
networking is  
not greed but  
generosity.”**

**Keith Ferrazzi**

# Conclusion

- Not a one-time thing
- Opportunity to use *nihongo*
- Always follow up
- It gets easier with practice (start with me via LinkedIn! If you're already connected with me, send me a message.)



Photo by [Danielle MacInnes](#) on [Unsplash](#)

# Q&A & Thank you!

ご静聴、ありがとうございます。



[ikigaiconnections.com/bridging](https://ikigaiconnections.com/bridging)



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