

## PROGRAM LEADER INTRODUCTION

---

### **Yoshiharu Matsui**

Yoshiharu (Yoshi) Matsui (Ed. D & MBA), a seasoned Leadership and Organization Development Coach and Facilitator with 30-plus years experience in Sales/Marketing and HR/OD across various global companies.

Yoshi is passionate about helping leaders and professionals reach their potential by supporting them to build the necessary mindset and skills to achieve desired performance results. His primary focus is leadership development which is key to company success in this fast-changing, complex global economy.

Prior to becoming a management consultant, training facilitator and coach, Yoshi has contributed for more than 20 years at various leading companies, such as Procter & Gamble, Levi Strauss, Nortel Networks and Richardson-Vicks. As a Marketing Manager, he achieved several record sales, and on the human resources/organization development side of the business world, he contributed to increased personnel and organization effectiveness.

Yoshi has initially learned and practiced coaching at P&G Marketing organization which has a true coaching culture to build business and future leaders. He started executive coaching since 1996 when he became country Human Resource Head, facilitating and coaching its executive team and senior leaders to strengthen leadership and organizational performance. Of note, he also developed and implemented "P&G College" to consistently build leadership capacity in the company. As moving into Regional Talent Management and Organization Development Lead roles, he became passionate about creating high performance leaders and organizations to build healthy, productive and collaborative workplaces.

Yoshi values holistic and sustainable growth, and thus, practices a systemic coaching, which integrates neuroscience, behavioral science, positive psychology and systems theory. He supports coachees to maximize their leadership capability to deliver sustainable business and organizational results. His recent projects include the designing and implementing of (a) Executive coaching programs, which have resulted in improved engagement and communication capability of executives / leaders and

productivity of their organizations; and (b) leadership and organization development program for several for-profit organizations, resulting in significant improvements in leadership effectiveness, employee engagement, work processes and productivity.

Yoshi facilitates every training, with a focus on engaging participants and strengthening their mindset and competencies to unleash their full potential to deliver better results. Leveraging the principles of neuroscience, Yoshi adopts a participant-centered and systemic approach to achieve best practices for business organization development programs. He has supported a wide variety of global companies, such as Pfizer, Bayer Medical, LVMH, Abbott, AXA, Conrad & Hilton, Deutsche Bank, Diageo-Kirin, Mitsui-DuPont Chemical, SCHOTT, SGS, Springer, etc.

Yoshi is a certified Coach, Organization Assessor, and is also a qualified practitioner in several profilers, including TriMetrix, Attribute Profile, Value Profile and DISC.