



UK Trade & Investment

McKinney Rogers Japan KK Japan Market: Case Study



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Jin Iwamoto,
partner, McKinney Rogers Japan KK

A British company with a proud military tradition dating back to Napoleonic times is instilling leadership in Japanese companies.

Sector: Training

UK Region: London

Established in 1999 by Damian McKinney, a former major in the Royal Marines, McKinney Rogers provides strategy execution and consulting services for corporations, skills that are more in demand in today's chaotic business environment than ever before.

With offices worldwide, the company saw an opportunity in Japan and entered the market here in October 2008.

"In this country, young people do not learn leadership at all," said Jin Iwamoto, partner in McKinney Rogers Japan KK. "And a failure to teach leadership is a huge problem."

In other markets, McKinney Rogers' instructors teach executives and managers to motivate employees, devise a clear plan and then optimally execute that corporate plan.

In Japan, the focus is more on encouraging managers to lead their operations through trust rather than through fear and to move from a centralised to a decentralised mode of operations. It's about listening, sharing ideas, discussing, enhancing man-management, encouraging the team not to give up. And those skills don't always come easy to Japanese managers.

In Japan, McKinney Rogers has carried out year-long programmes with companies that include Lawson Inc., Showa Shell, Pfizer and the Royal Bank of Scotland.

And the company's evolution out of one of Britain's most famous and respected regiments has helped it gain a firm foothold in a market where nothing similar exists.

"Japanese people have a very good image of the Royal Marines, who work for the country and over the centuries have developed a real methodology for achieving aims," Iwamoto said. "They recognise that has been forged in the heat of battle and that it works."

The company also benefits from recognition for its achievements to date, such as the Queen's Award for International Trade in 2011.

That reputation has been further enhanced by the assistance of the UK Trade and Industry team at the British Embassy.

"From the very beginning, UKTI and the British Embassy in Tokyo have played a critical role in what we do here," said Iwamoto. "Without their help, we would not have been able to take off as we have done."

"They have helped us to create a credible environment and helped us to explain ourselves and our services to companies here," he said.



M c K i n n e y R o g e r s

McKinney Rogers Japan KK
www.mckinneyrogers.com

Fast Facts:

- * **Established in UK in 1999; operational in Japan since 2008**
- * **Founder and chairman both former Royal Marine officers**
- * **Mission Leadership built on principles that date back to Napoleonic era**
- * **Corporate success also depends on executing strategy brilliantly**
- * **Provides training to drive superior business performance**

UK Trade and Investment Japan:

McKinney Rogers Japan KK was assisted by the trade team at the British Embassy in Tokyo. To find out more about how the UKTI team can assist British companies in Japan, visit: <http://www.exporttojapan.co.uk/> or contact us directly at exporttojapan@fco.gov.uk