

## leaders' award 2011

## College students pick top business leaders of Japan

Leaders' Award 2011, which honors notable Japanese entrepreneurs as chosen by college students, starts accepting votes from students on Feb. 1.

Finding a good job is an important step for graduating students. For young people entering the working world, joining an innovative and future-oriented company may lead them to further growth not just in their career, but also personally.

However, with the current state of the global economy affecting many countries including Japan, finding good employment opportunities remains difficult. In addition, it is not so easy to discover and examine up-and-coming com-

panies among the staggering amount of information given to students during recruiting time.

On major recruitment websites for graduating students, large-scale, well-known enterprises tend to be displayed in company rankings. Small businesses and venture companies, even if they show good business results, are rarely spotlighted or recognized by these sites.

The annual Leaders' Award poll can be a tool for students to obtain information on these kinds of venture companies.

Organized by enjin Co. — which runs kenja.tv, a website providing online video content featuring venture company

presidents — and J Broad — which runs Shushoku Walker Net, a job-hunting support website for college students — the award was launched in 2008 with the aim of helping college students become familiar with venture companies or newly emerging firms that intend to actively recruit new graduates.

Over 200,000 college students registered at Shushoku Walker Net are invited to vote for their favorite company presidents from 50 nominees. These nominees were selected by the organizers in accordance with students' requests posted between September and November in the previous year.

Once award nominees are decided, the secretariat of the Leaders' Award project conducts interviews with the nominated presidents.

Prior to the voting period, those interviews — featuring the nominated presidents' personal histories, key episodes in their careers, their visions and their messages to students — are posted on the website [www.leaders-award.jp](http://www.leaders-award.jp).

The Leaders' Award secretariat also compiles these profiles in a booklet distributed to some 230 universities throughout Japan.

The nominees for the award run enterprises that have shown good business performance in the midst of the pre-

vailing, harsh economic situation.

The impressive portraits of these energetic, entrepreneurial individuals and their empowering messages are expected to inspire students to seek challenges by working for venture companies. This may also enable them to find models for starting their own businesses in the future.

Votes for Leaders' Award 2011 are accepted on the website until June 30. There are five award categories, each voted upon in a separate month: Spirit (February), Personality (March), Future (April), No Biz, No Life (May), and King of Leader (June). Explanations of the

awards are available on the website and in the distributed booklets.

Each award receives votes only during the one-month period, so voting for each award requires visiting the site once a month.

Listed below are the 50 nominees for this year's Leaders' Award. Along with their portrait are their company names and their mottoes, work philosophies or advice for students.

Name	Company name	Comment
		



Risk-taker: Akira Takata, president of Japanet Takata, was voted the King of Venture for Leaders' Award 2010.

## Award nominees



**Miki Watanabe**  
Watami

After finding what you love to do, you will surely succeed if you work toward it with perseverance.



**Kenji Kasahara**  
mixi

Strive to be Japan's first global brand.



**Tokuji Munetsugu**  
Ichibanya

Make small goals and realize them. This will lead to bigger results.



**Yoshiko Shinohara**  
Tempstaff

If you diligently do the tasks you're given, you will surely grasp something.



**Hideo Sawada**  
H.I.S.

Go out and see the world and expose yourself to diverse perspectives.



**Masayuki Makino**  
Works Applications

Choose a company where you can strengthen yourself and gain the ability to go it alone.



**Junji Torigoe**  
Sagamiya Foods

Work with determination!



**Masahiro Nakata**  
Xenlon International

Work is not only what one does to make a living; work is what makes life appealing.



**Motoyasu Sugai**  
Dopo

Have big goals and continue to challenge yourself.



**Kenichi Hatori**  
Gulliver International

Don't be bound by customs; create new ideas.



**Yukio Fujimaki**  
Shicata

Be positive, energetic, and sincere and always maintain your curiosity.



**Yasutomo Oshima**  
Oshima Industry

You may reflect upon your mistakes, but do not regret anything.



**Shigeharu Aoyama**  
Japan's Independent Institute

Walk the world, feel the world around you, and rethink Japan's history with your own mind.



**Hiroaki Hodai**  
Miyakoda Kensetsu

Do work that makes you cry tears of joy.



**Kiyoshige Ito**  
ITO

Strive to "think how to think."



**Takami Kondo**  
Nexyz

If you act while you think, then your vision will become clearer.



**Fujiyo Ishiguro**  
Netyear Group

Go abroad, then pick your job after gaining a global perspective.



**Yoshitaka Omura**  
TechnoBlood

If you keep moving, then your environment will begin to look different.



**Ryuta Inoue**  
Pal

Go from a person who says, "What should we do?" to "Let's do it this way."



**Toshiya Kusuno**  
Tescom & Co.

Be hungry to sell yourself in a proactive manner.



**Koichi Kakisawa**  
Okitsurasen

Only the companies that think about contributing to society are worthy of existing.



**Tetsuya Sugimoto**  
Macromill

You only have one life. Have dreams and live for them.



**Ryohei Yamamoto**  
Rix Agent

Challenge yourself, improvise, and fail sometimes. Advance forward with this kind of mentality.



**Tetsuya Ebata**  
All About

Don't doubt that you have many chances and advance with a strong will.



**Kentaro Matsuda**  
Luxonia

Don't relent on anything and keep running toward your goals.



**Yasuhiko Shogaki**  
Saizeriya

If you learn to endure, then things will start to become clearer.



**Miyano Koichi**  
Digital Sphere

Be a flexible person who can adapt to today's age of change.



**Yoshihisa Aono**  
Cybozu

Be serious and earnest. Make up your mind and give your all.



**Kazumasa Terada**  
Samantha Thavasa Japan Limited

Be sensitive to your emotions and find out what you really want to do.



**Toshihide Hoshiyama**  
reprice

Always question things while you act.



**Song Wenzhou**  
Softbrain

Be tough. Don't rely on your parents or your country.



**Yuichi Matsuda**  
ASK Global Communication

Have a strong will and study in earnest.



**Suguru Kobayashi**  
Prime Agent

Learn new things every day and continue to improve yourself.



**Yoshimitsu Oba**  
Oneworld

From now on, we are entering an age that revolves around individuals with talent.



**Atsuo Ida**  
Newly

Make your field of expertise your starting point and achieve results based on it.



**Michiko Hirono**  
21Lady

Have dreams and harbor a strong resolve.



**Masaharu Hashimoto**  
Idea International

It is important to be satisfied with every moment of your life.



**Tomoaki Hiwatashi**  
Cocoroca

As a member of society, make sure your personal ambitions have a societal purpose.



**Kyuichiro Horinouchi**  
Seikatsu Soko

Live every second of your life to the fullest.



**Isao Toyama**  
i-ways

Have a strong will that never gives way to anything.



**Mieko Wanibuchi**  
Ginza Tailor

Learn to face yourself in the most profound sense.



**Motohiro Yoshikawa**  
Pegasos Electra

Do what you can to address global issues.



**Joji Okada**  
Spectronix

Spread Japan's technologies to the world.



**Shigemi Kawahara**  
Chikaranomoto Company

Become a trustworthy person by achieving your goals.



**Takeshi Nakajima**  
Kiwa Corporation

To the young, I beg you to become strong.



**Hiroshi Onoda**  
Waseda Environmental Institute

Your life will be defined by how you go about your path.



**Oki Matsumoto**  
Monex Group

Become aware of your abilities by being conscious of the world.



**Yuri Takano**  
Fuji Beauty

Make the most of being a woman.



**Yoshihisa Ozasa**  
Link and Motivation

Think about your career by being your own boss.



**Akira Takata**  
Japanet Takata

Have dreams and focus on the task at hand.