Executive training program "TRI Management School" offered  
~ Aiming at becoming a "1 trillion yen company" ~

Tokai Rubber Industries, Ltd. (HQ: Komaki City, Aichi Prefecture, President: Yoshiaki Nishimura), informs that it has opened a human resource development program—the "TRI Management Cram School" with the purpose of training its executives of the future.

<Background to the course offering>

The group, in order to achieve the goal set out in our medium-term management plan which is to become a "Globally Excellent Manufacturing Company" with consolidated net sales of 1 trillion yen by the early 2020's, is advancing its strengthening of employee training. Based on the idea that "no business strategy is superior to human resource development", we are enriching all of our employees with a variety of educational training, such as improving their business skills, and developing their logical thinking skills.

In addition to this, we have established the "TRI management cram school" as a training program that will foster executives that can lead the business in its response to globalization.

<The way of thinking behind Tokai Rubber Group's human resource development program>

The group is aiming to develop a proactive workforce, and will equip all employees with the character and knowledge appropriate for global employees, by implementing three programs which they will be subject to - "basic and regular education", "specific training", and "needs-based training". In this type of training, employees develop things such as the knowledge and skills needed to perform their duties, and the creation of elementary attainments through which they can exert their abilities in at the workplace, and by combining these with actual O.J.T. (on the job training) at their workplaces - we aim for all employees to up their skill levels.

Actual scene from the "TRI Business Cram School"  
based at the "Unuma San Gakkkan" TRI Training Center.
The "TRI Management Cram School" being offered this time is the group’s first training program specialized for cultivating management personnel. It will be structured into two parts - "Program Training" (one year) to acquire the basics of management, and the resulting compilation of practical "Task Force Training" (about half a year).

At the "Program Training", Company President Mr. Nishimura and other executives at the group will join in to repeatedly give presentations and hold discussions on themes such as marketing and cross-cultural understanding, covering situations and strategies etc. that apply to our company, and they will also participate in workshops held outside of the company.

The "Task Force training" is a place where participants will extract management issues and give solution strategy recommendations on them to the management ranks, and by doing this gain the opportunity to use knowledge and insight as senior management to practice concrete problem solving. Issues that have been discussed here will continue to be also reflected in the business operations of the Company.

The "TRI Management cram school" will be held every year, to teach "The Art Of Management" and the "Sense of ownership of management", and by doing so we will continue to nurture executives of the future from early on in their career paths.

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