

# Kaleidist

Kaleidist K.K.

At Kaleidist,

we create an inclusive society where people can effectively demonstrate their uniqueness, respect each other, develop and contribute equally.



## Mission / Vision / Values

### Mission

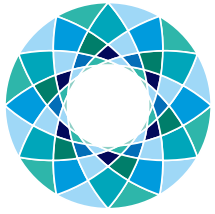
To create an inclusive society where people can effectively demonstrate their uniqueness, respect each other, develop and contribute equally.

### Vision

The future of an organization is built on the underlying diversity of each of its employees - We will be the most trusted, first choice partner for organizations that believe in these values

### Core Value

- To challenge the status quo to realize mission impact
- To respect the diverse uniqueness of each individual and develop trust
- For all individuals to feel included to be able to contribute to a better future
- Together with the client, develop the best solution for the client



# What's Diversity and Inclusion

## Diversity

When a group is made up of people who are different from each other, in both visible and invisible characteristics



LGBT+



Women



People with  
Disabilities



Age/Generation

## Inclusion

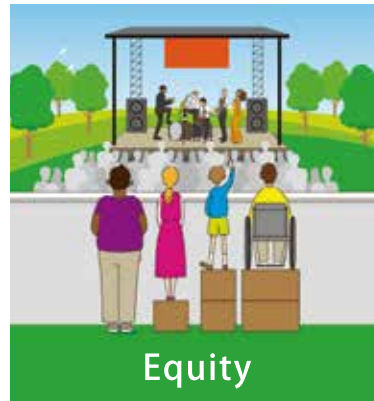
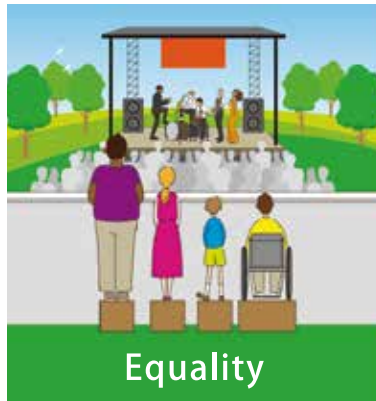
When each individual perceives they can be authentic, contribute fully and meaningfully, grow, develop, and thrive

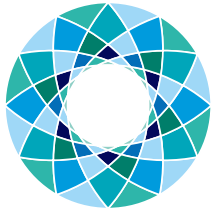




## The World We Strive For

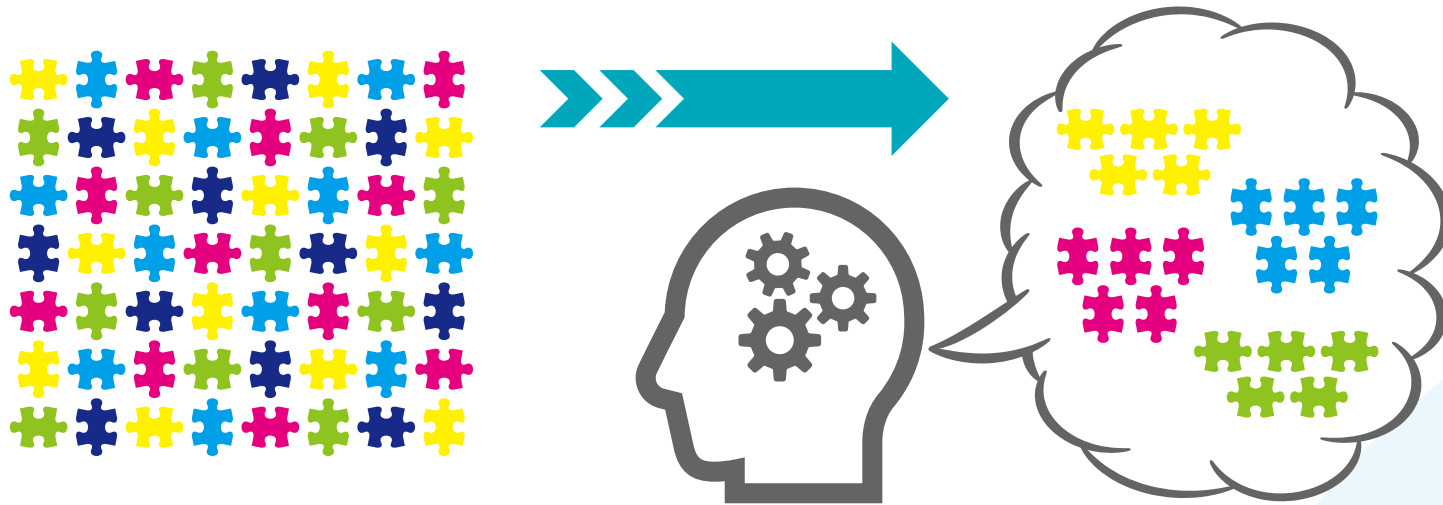
For people to fully realize their potential, it is important not only to be equal but to treat people in ways that address their unique advantages or barriers in order to create inclusion.

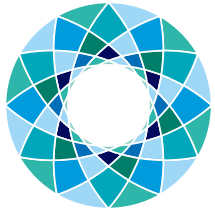




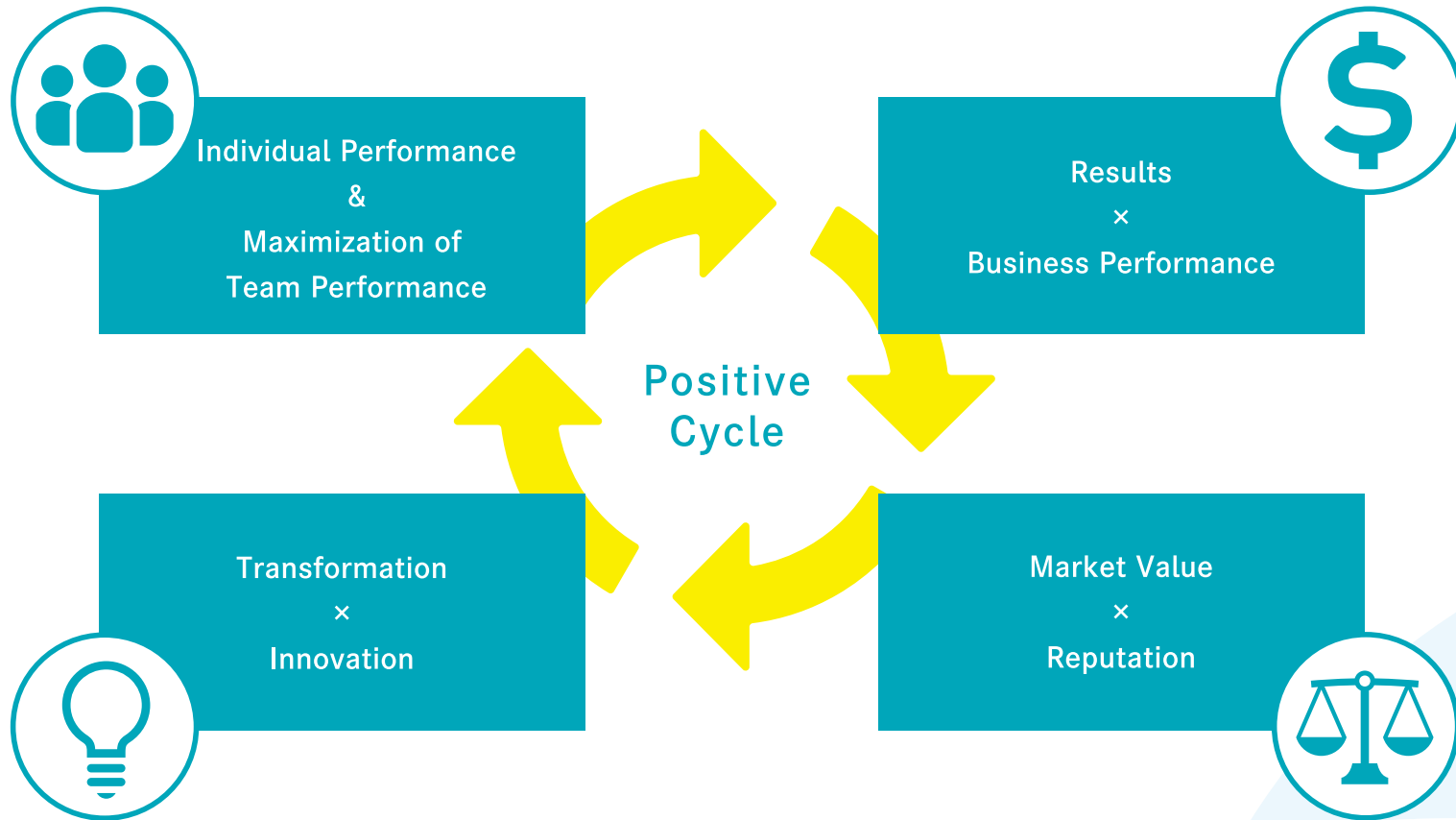
# What may sometimes hinder Inclusion Unconscious Bias

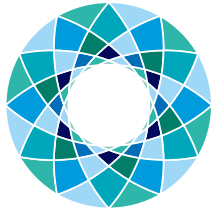
Unconscious Bias is an implicit assumption or attitude that operates beyond our control and awareness to process massive information in our brain system, **based on our own experience or social context**, and can negatively influence our decision making and behavior





# Diversity & Inclusion is a Management Strategy





# Advisory and Consulting Service on Diversity Management, Diversity & Inclusion Strategy Development

## The 3 Benefits

### 1 Objective Insight as a third-party advisor

Provide proposals based on client's business strategy. Also, as a D&I specialist with global expert knowledge, we provide solutions by analyzing the status quo, identifying issues to develop strategies to accelerate progress.

### 2 Provide learnings from best practices (various industries, worldwide)

We will guide the client by providing both best practices as well as pitfalls. But will place emphasis on creating a D&I strategy/outcomes best suited for the clients needs.

### 3 Be a strategic thought partner for the management team.

We will provide advice and conduct regular check-ins at D&I committee meetings to provide guidance through the decision-making process. As we work closely with the client team, we will transfer our knowledge to the client team.

#### Clients

- Major Energy Company
- Leading Manufacturer
- Building's Material
- Professional Firm
- Pharmaceutical Company
- National University

... and others

※The actual content will be customized based on client request



# Provide Training Session on Diversity & Inclusion

### Topics

- Basic themes such as:  
What is D&I? Why do we need it?
- The case for D&I based on individual company's business case
- How to combat Unconscious Bias
- Inclusive leadership  
(Leadership to realize inclusion in the workplace)
- Career development and leadership for women
- Sponsorship
- Flexible work models
- Self Branding
- D&I under COVID work environment



### Format

- Irrespective of online or face to face we place emphasis on interactive learning
- Participate in fun exercise/ case studies
- Gain deep understanding and commitment through small group discussions
- Assessment tools
- On-demand webinars

### Target

- Executives, Management Teams
- High potential women
- Other employees

### Clients

- Global Chemical Based Manufacture
- Media Service Provider
- Global Manufacturing Firm
- Life Insurance Company
- Global Professional Firm
- Global IT Firm
- National University
- Medical University
- Lawyers' association
- ...

The content will be tailored based on individual client needs ● we do not provide mass e-learning





## President

Tsukiko Tsukahara  
Kaleidist K.K.



Tsukiko Tsukahara founded the company in February 2018 and is now working with global multinationals and Japanese companies, government organizations, and academic organizations.

She serves Catalyst Inc., a leading organization with a mission to accelerate progress for women through workplace inclusion as an Advisor, by supporting its activities in Japan including specialized research, speaking engagement and D&I related events.

She has also been serving Women 20, one of the official engagement groups to G20, as the Executive Director to W20 Japan Steering Committee since July 2018 and is one of Japan's Co-Representatives of EMPOWER (Empowerment and Progression of Women's Economic Representation) that was launched at the 2019 G20 Osaka Summit.

Before start working in D&I space, she was working at the Boston Consulting Group for more than 10 years and served for both global multinationals and Japanese companies, mainly in the healthcare and financial industries. Her major contributions were in organizational and cultural change management projects.

She also served the public at the Ministry of Land, Infrastructure and Transport prior to the Boston Consulting Group.

BA in Economics, Tokyo University. MBA from Tuck School of Business, Dartmouth College.

# Kaleidist,





## Executive Advisor

Keiko Futagi  
Kaleidist K.K.



Work experience at Boston Consulting Group, Remy Japon, Johnson & Johnson, Catalyst Japan and currently at Kaleidist K.K. since 2018.

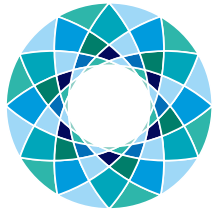
While at BCG worked on projects for the health care and consumer goods industry in Japan and in Hong Kong.

At Remy Japon, started off as a brand manager, introducing new products to develop new consumer segments to “cultivate new markets” and became marketing manager to lead the marketing team in her late 20’s. At Johnson & Johnson Vision Care Company started off in marketing working for the 1-Day Acuvue franchise, while working on a company wide digital brand “Mass to Ask (free trial)” campaign unprecedented in Japan. Headed the launch of the professional website for eyecare professionals, initiated the marketing training program for new marketers and lead the project on company strategy development to gain back share as part of the leadership team.

In 2015, with the launch of Catalyst Japan joined the Diversity & Inclusion space working not only with companies but also with female individuals aspiring to become future leaders on self-branding, networking and mentoring.

She also works with companies to develop a more effective sponsorship program to help the development of high potential talent

BA in Economics, Tokyo University. MBA from The Wharton School, University of Pennsylvania



## Company Profile

At Kaleidist, we create an inclusive society where people can effectively demonstrate their uniqueness, respect each other, develop and contribute equally.

**Company Name** Kaleidist K.K.

**President** Tsukiko Tsukahara

**Established** February 2018

**Business Activity**

- Designing and execution trainings regarding Diversity Management and Inclusive Leadership
- Consulting services on Diversity Management and Inclusion
- Speaking engagement, participation as panelist, moderator
- Research

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**Website** [kaleidist.com](http://kaleidist.com)