

Disruptive Innovation for Japan's businesses and MBAs

Disruptive Innovation means something that disrupts an existing market and changes the game.

The week of February 1st, 2016, worldwide top MBAs are going back to Accenture, after attending Saturday's exclusive MBA Seminar held at the Tokyo HQ of Accenture, in the Akasaka Intercity Building. Catalyst4mbas.com with their official partner FocusCore invited the top 10 MBA candidates from top MBA programs, (Columbia Business School, UCLA, Kellogg, Insead etc.) to the 14F seminar room for a chance to hear hard-earned insight from experienced top executives; Managing Director, Atrata Shimizu and Managing Director, Hiroshi Makioka on how Accenture Strategy is creating new business models and shaping a new era. The event consisted of the keynote speeches from Managing Directors, a Q&A session, a chance for MBAs to show off their skills in the idea-sharing part of the event and for those selected a chance for MBA career opportunities.



This was a truly innovative event because it brings a more efficient way for organizations to reach into a pool of driven and experienced talent while saving the organization time and workload. These are pre-screened, specially selected MBAs to fit exactly what the organization is looking for, chosen from an extensive database and through promotion into the top schools. While it also brings MBAs connection to executives and a chance to interact face to face to show their knowledge and understand the organization from a higher level. What one Harvard MBA said, "It's like getting a chance to interview the company before the company interviews you".

The organization has the chance to acquire multiple top talent, driven and experienced MBAs efficiently, effectively and while being promoted into top schools from around the world.

Columbia Business School MBA from the pharmaceutical industry said " I didn't expect to hear about the company creating a new business model or shaping a new era. This changed my mind about wanting to work there"

Arata Shimizu, Managing Director of Accenture Strategy spoke about the changing trends in business and how quickly things can change, using examples of organizations in the service industry that don't have a product to change but can radically change their service to adapt and overcome competition. Some

organizations mentioned were Uber, Airbnb etc. and below is a quote from Techcrunch that points out what he was saying

Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening.

The above are examples of disruptive innovation. No different than how catalyst4mbas.com is bringing disruptive innovation to how organizations can use their platform to obtain top talent and no different than how Accenture Strategy is bringing more to their clients. Accenture isn't just giving consulting recommendations but also doing the operation inside the organization. Say goodbye to the old style of a consulting company suggesting ideas. Accenture makes it happen and stays with the client through operation and support, to bring solutions and measurable results. Even after that with the revenue made or money saved, Accenture can consult on the most important areas of the business to strategically re-invest in.



This is an impressive organization. Not just the world's largest in terms of revenue but an organization that works with 72 of the fortune 100 and 80% of the Fortune 20. Their employee engagement score far surpasses the average for Japan of 32% as they have a score of 52% for Accenture global and 62% for Accenture Japan. Accenture is the choice for going digital and going global.

An INSEAD MBA stated that it is so impressive, what Accenture is doing that it literally changed her mind about where to work. One of the Waseda MBAs in attendance said, "Best MBA event I attended with a chance to understand the organization and to meet such intelligent people with so much experience in the company"

catalyst4mbas.com CEO stated, "It's really a privilege to be achieving our dream of being able to bring MBAs together with the organizations that value them and create stronger business in Japan and so happy to be doing it with Accenture"

catalyst4mbas.com has been able to create these innovative events with their extensive MBA network from holding Japans largest exclusively MBA networking events in both Tokyo and Shanghai and having held Japans largest MBA Career Forum for four years in a row. Literally the only organization holding these type of events in APAC.

MBAs will have the next chance to attend an innovative event at Rakuten's MBA Seminar March 25th and also the Annual Worldwide MBA Alumni Summit May 27th. More info. Here: catalyst4mbas.com/event