

NewsPicks Launches Female Leadership Training/Development Program in Partnership with IBM Japan

Aiming to broaden reach to raise ratio of female corporate officers to 30% by 2030



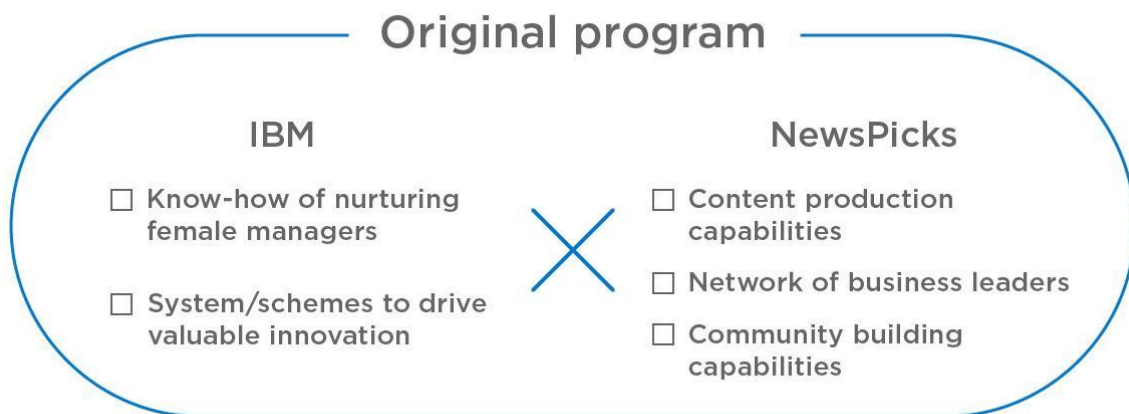
In line with the Japan Federation of Economic Organizations' target of raising the ratio of female corporate officers to 30% by 2030, NewsPicks, Inc. (hereinafter "NewsPicks") and IBM Japan, Ltd. (hereinafter IBM Japan) will launch a leadership development program for women in the spring of 2022, with the priority goal of broadening the base of women in managerial positions.

The program has been jointly developed as part of the NewsPicks for WE project designed to assist and empower women in their careers. In this project, IBM Japan's long-standing measures for female empowerment and abundant know-how gained through its achievements are leveraged through NewsPicks' strengths in content production and knowledge in community building/management.

The program targets women who are candidates for managerial positions, and the course period is planned to be about three months. The program can be taken online, and details and applications for the program, including face-to-face networking content, will be available on a special web page.



Root causes of women's reluctance to assume managerial positions



Next-generation leader community

- ☐ Network building beyond the boundaries of companies
- ☐ Sharing knowledge



Fostering female leadership towards a ratio of 30% in officers roles

About NewsPicks for WE

The project aims to create a community that opens the path for next-generation female leaders and keeps passing on the baton.

In addition to content featuring female role models and advancement of D&I, opportunities for working women to exchange opinions and share knowledge will be provided on a continuous basis.

The concept is to eliminate the gender gap in Japan from a place where female trail-blazers of the business scene pass the baton to the next generation.

A kick-off event will be held on Saturday, December 18.

Details of kick-off event: <https://newspicks.com/news/6380256>

Key points

1. Embedded with IBM's know-how in nurturing female managers
2. Hosts talk events featuring Pro-Pickers (formal commentators of NewsPicks) and female leaders of IBM, with networking opportunities among participants
3. Approaches not only the participants but also their supervisors, HR divisions, and entire companies, which have significant influence on female empowerment (e.g., sharing expectations from the supervisor to employee; sharing issues, discussing solutions, and networking among supervisors)
4. Offers input of latest business trends, knowledge, and skills

Comment from Daisuke Sakamoto, Head of New Business Development at NewsPicks, Inc.

At NewsPicks, we believe that the power of community becomes the driving force to change the world.

We have been engaging in a diverse range of projects with communities at their core, including NewsPicks Re:igion, an initiative to turn local uniqueness into business momentum, and NewsPicks for Education, which offers elementary to high school students learning opportunities beyond existing frameworks.

NewsPicks for WE will be a long-term project instead of a one-off event. We aspire to be a driving force for further female leadership in Japanese society.

About NewsPicks

NewsPicks is a business social media that distributes original articles created by its editorial team, as well as news contents from over 100 media outlets based in Japan and around the world. Users can gain a multifaceted understanding of news through comments posted by renowned figures and experts in various industries.

<https://newspicks.com/about/>

Company Overview

Company Name: NewsPicks, Inc.

Date of establishment: April 1, 2015

Representatives: Co-CEOs Yusuke Inagaki / Taira Sakuma

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<https://corp.newspicks.com/>

Company Name: Uzabase,Inc.

Date of establishment: April 1, 2008

Representatives: Co-CEOs Yusuke Inagaki / Taira Sakuma

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