

Moving to the next stage through structuring, visualization, and teamwork

We are approaching the threshold of our next stage of growth.

In order to graduate to the next stage, we require a system that raises the level of each individual's abilities and an attitude that seeks to provide higher value through teamwork. While encouraging DX initiatives, I hope to contribute to the establishment of a new management style.

In March 2025, I was appointed as an Outside Director of the Company. I aim to contribute to the company's further development by utilizing my experience in the management of consulting firms and software companies across Japan.

Before my appointment, when I was looking at the company through the eyes of an external consultant, I was impressed by its excellent positioning. Its business model is truly unique in that it focuses on a narrow target group of high-net-worth individuals, digs deeply into their needs, and provides comprehensive consulting services. For other companies, imitating this success is not easy.

I believe that AZN's successful development to date has been largely due to the leadership of President Masazumi Hasumi. However, now that the company has grown to more than 360 employees on a consolidated basis, with more than 800 employees in the Group as a whole, including affiliated corporations, I believe we need to take our management style to the next stage. The keywords are structuring, visualization, and teamwork.

For example, a system capable of instantly retrieving knowledge if there is something you want to know, or a system capable of further refining recommendations made to clients. The system needs to be designed to provide easy access to past and present knowledge, and to clearly show who is doing what. Backed by such a system, when those who have specialist expertise work in tandem with each other, they will be able to provide higher value to clients.

Consulting firms, by the very nature of their work, tend to tend toward being "a collection of individual businesses." However, we believe that honing our team play is crucial, and we aim to provide value in a way that individuals simply cannot.

At the end of that path, we are sure to accomplish our vision to be recognized as a leading authority in the high-net-worth business. To achieve this, our company needs to be a place where everyone can work with pride and enthusiasm, and where they can experience true growth. Even if they end up transferring to other companies, those "alumni" who appreciate how we nurtured them are sure to maintain positive future relationships with us. In this way, our circle of community expands.

Of course, it is essential for a company to remain a presence that clients can rely on; however, it is difficult to earn genuine trust by simply doing whatever the client wants. Sometimes, you need to offer a different perspective on what you believe is right. When this leads to a breakthrough in client awareness, their trust in the consultant becomes more assured.

I think one of the major things expected of me is my involvement in our DX initiatives. I've been able to participate in the management of this company at a very good time, as we are undertaking DX measures in earnest. Today, business strategy simply cannot ignore the digital aspect. I believe that the most important thing is for everyone—from management to front-line workers—to see digital as their own business, and to be willing to work toward change on their own.



Outside Director

Shiro Uchida