


BOND UNIVERSITY  
BBT Global Leadership MBA



# JUNICHI TASHIRO

ADDRESS FROM THE REPRESENTATIVE OF  
THE GRADUATING CLASS  
2020 GRADUATION CEREMONY



7 November 2020  
Tokyo, Japan



Good afternoon, everyone. Its great honor to be here today.

First of all, thank you all very much. Thank you to the Bond University, BBT organization, Ohmae-san, Matsuda-san, Nakajima-san and all staffs who have always supported us. Without anyone, we won't be here today. Thank you to everyone in this room as well. Congratulations to all incredible graduates this year.

I would also like to thank to my family who have been patient for very long time. Sometimes they couldn't even watch TV because of my focus on courses and exams. I had to sacrifice them. Now it should be time for me to give them a reward and an award at the same time.

Today, I would like to talk about one simple thing.

That is, as long as we always remember to be grateful and try our best, we can turn a coincidence into a great opportunity and future happiness.


So firstly, why did I take the Bond BBT MBA? Actually, it was totally a coincident.

Originally, I recommended this program to my subordinate as an employee training program. However, because of personnel changes and so forth it became difficult for him to participate in the training, and my boss suggested that I should do it on his behalf.



CONGRATULATIONS TO THE GRADUATES






At the time, I was too busy with my work, so I was going to say no. Besides, I honestly didn't know what an MBA program was all about. But after asking my family's and friends opinion, they suggested that I should go for it. I thought about it thinking maybe it would give me some opportunity to change myself for the better. I was 46 years old when I enrolled as a Bond student and my simple motivation was that I needed to prove myself, my meaning as "Ojisan".So if I was going to do MBA, I would not do it halfway but instead try to put it through, literally pour all of my passion and energy into both my work and the MBA.

As a result, the more time and effort I spend on the MBA, the better result came out in business. Some positive synergy between work and the MBA. Also, I thought it's very "cool" to be a person who always try to keep learning something new and take on challenges no matter how much you are busy or how old you are. That's why I still want to continue to learn further: I have to be a cool guy.

My time with Bond was three years in total, but it didn't take long. I wish I had graduated more slowly. That's how much I loved and enjoyed this program.



CONGRATULATIONS TO THE GRADUATES



Meanwhile, I have got many memorable memories. I quickly became friends with my classmates from my Doki at the first orientation day and made many lifelong friends.


One day was all-nighters in Shibuya with the MM group work members and keep talking stupid things until morning, another day was falling asleep during the online night lectures because I was too tired to stay up after my hard working day, some days were thanks to brilliant classmates I didn't have to fail in hard classes such as DADM or MF courses because they could always answer any of my questions at all times, and some days were after-exam party everyone just got drunk and many people started losing their cell phone, glasses, and etc. So many nice memories to remember now.

But still, one of the greatest memories was two Study Tours which were supported by every day beer, every day discussions w/ classmates and every day studying for exams. I also remember meeting my classmates for the first time in Australia, with whom I had never met but argued very heatedly only online. Its like saying hi for the first time but we know many things already. So this was literally virtual and real learning experiences which makes me respect Ohmae-san's vision and foresight as a forward-thinking educational program of Bond BBT that has been a way ahead of its time since many, many years ago.



CONGRATULATIONS TO THE GRADUATES





Meanwhile, winning the Lisa MacCallum Award was something I never imagined would happen because I did not know about it when I enrolled as a student in 2017.

But one thing I can say about the MBA is that the most meaningful thing about the MBA is not to gain the title of MBA degree but the process to get there instead.

In other words, I believe this award was something that was NOT given to me alone but really to everyone who supported the process of my Bond MBA days including my family, Doki, friends, colleagues, BBT and Bond staffs and also I have to mention, one and only Mika-san in Australia; she is the one who always supported us and inspired me during the program.

I don't think I got this one without her.


So I really think this award is much more like a proof of winning as a One Team. That is what the Bond MBA process made me realize, and I would like to say again, thank you all. Thank you for making me realize that.

I really don't consider this is the end of my life as a Bond student yet. Instead, this should be the real start and beginning. With confidence and pride we acquired through the process of our days together, we are now positioned to be able to help other people who need us. By doing that, in the true sense of the word, we can all be the Bond BBT graduates, I think.



CONGRATULATIONS TO THE GRADUATES





By the way, the last class I have taken before my graduation was "Values Based Marketing" led by Professor Hirakubo. One of the most important lessons I have learned from him in this class was: "It's really boring to live a life only for yourself. Live for other people. That is the true meaning of happiness and the meaning of your existence."

Perhaps the essence of what we learned at Bond, and what we should try to do from here do lie in his words. I will also continue to pass it on for years to come.

Personally, I have been working for a food company Ajinomoto for a total of 26 years now. It is a company that strives every day to solve the food and health problems of people around the world.


In fact, it was a coincidence that I joined this company 26 years ago because at the time I thought I was going to work for another company. But it was actually my grandmother who changed my life and fate.

She always said to me: "Never forget to be grateful and be humble. Never forget to be grateful, and humbly help other people"



CONGRATULATIONS TO THE GRADUATES





I'm currently the president of a small subsidiary company under Ajinomoto that runs the direct marketing E-commerce business featuring dietary supplements, food and cosmetic products. We have got many great products that I am sure they can be helpful to people who would like to be healthier and happier. I personally recommend them to everyone in this room as well so please give it a try.

Finally, as a graduate, I hope I can continue to try my best to contribute to the further happiness of everyone around the world....but let's do it together!Thank you very much again!



CONGRATULATIONS TO THE GRADUATES

