

“Global Citizenship and Leadership for Creating a Better Future”

Lecture by Prof. Makoto Asabuki

At the JCI-ASPAC Bali Conference

1. OPENING REMARKS:

Good morning, ladies and gentlemen. I am quite honored to have this opportunity to address you as you gather for this very important conference.

Before I begin, I would like to extend my appreciation to World President Mr. Choi, ASPAC-Bali Seminar Chairperson Mr. Nisho, and Area B Conference Chairperson Ms. Jones for planning and organizing this large international conference. I also would like to say “Terima kasih” to all of the Indonesia JC members for your generous hospitality, and “Arigatou” to Japan JC President Mr. Matsuyama and especially, to Vice President Mr. Tamori for calling upon me to be a lecturer for this seminar.

2. PREMISE: WHAT IS A JC MEMBER?

Now, as I speak to you today, I would like to think of you in the audience as not merely businesspersons, but, as is part of JC creed, young and active volunteers, seriously searching for the best way to create a better future for the world. I’m sure that it is such passion and energy that brought you away from your businesses and homes to spend your precious time and expenses to attend this conference. My motivation for coming here is also exactly the same.

I didn’t have a chance to become a member of the Junior Chamber of Commerce when I was your age, but many of my close friends have actively served in the Japan JC, and some have even acted as president of the Japan JC. And 3 years ago, I was asked by Japan JC to become a judge for the TOYP Grand Prize. TOYP stands for The Outstanding Young Person. It was through this volunteer activity that I became close with not only Mr. Matsuyama and Mr. Tamori, but also with other active young JC members as well. Three years have since passed, and I am now very well aware of your activities and admire the volunteer's spirit, which is a part of all JC members.

3. SELF-INTRODUCTION

Although it was not as a JC, I, too, have dedicated much of my time, energy and expenses to volunteer activities. One of the most significant activities that I was

involved in was the establishment and management of JCIC, (it sounds like JCI, but it) stands for the Japan Center for Intercultural Communications. This was a completely new concept and function in Japan. As the name suggests, it is an organization set up not only to help people around the world understand Japan and the Japanese, but also to introduce other cultures of the world to the Japanese. It promotes understanding of the importance of cross-cultural communication.

When JCIC was established 20 years ago, Japan's economic presence in the world was quite apparent, but the Voice of Japan and the Japanese was not being vocalized clearly. I think that's one of the reasons why the Japanese were called 'economic animals' at the time. But, as you know, Japan is not a nation made up just of people involved in international trading. In truth, only a small percentage of Japanese were actually involved in such business. Many Japanese are farmers, owners of mama and papa stores, clerks, waiters & waitresses, artists, designers, professional athletes and so on. But unfortunately, people have a tendency make generalizations based only on first impressions of what they see and hear, without any research or careful study. They judge people according to stereotypes; a common but definite problem around the world. They say the Japanese are like this, Indonesians are like that, or Koreans are such and such, and so on.

I recall one incident during my travels in the U.S. when an American asked me 'Why do you place so much value on economy?' We didn't know each other at all, but he presumed that I was an economic animal according to his image of Japanese. So I answered, 'Well, actually, I don't place such a high value on economy. Because, if I did, I wouldn't have transferred from the Economics Department of Japan's Keio University to America's Rhode Island School of Design, Architectural Department, when I was a student.' He realized what I meant right away, and we had a good laugh. We then became good friends.

Later on, I told him that when I was born in 1947 in Tokyo, the city was still in ruins from the fire bombings of World War II. I told my memories of occupation army. Because he was from the richest nation in the world that had never experienced such bombings, he was surprised to hear how badly Japan had been destroyed by the war. He, of course, remembered Pearl Harbor, but not the damage suffered by the Japanese. And, to him, the destruction of the cities of Hiroshima and Nagasaki was a proud memory of American victory. So I explained the post-war experience from the

Japanese perspective. I explained that after the end of the war, the Japanese had to concentrate on survival. That Japan had to rebuild her cities from rubble and find not only shelter, but even food, water and clothing.

Japanese of my parents' age, those who experienced the after effects of the war, first hand, worked hard because they had to survive. And those who were involved in international trading were also just working hard like every other Japanese, only they were doing it overseas. The Japanese of that period had to concentrate on economic growth because they had practically nothing. It was similar to Germany's situation: it wasn't that Japan made an intentional choice to make economic growth a priority. The Japanese were concentrating on economic recovery like crazy because of hunger, because they had lost virtually all their belongings. We may have seemed like 'animals' compared to those who didn't experience such a strong trauma. I think that's what it was. A reaction to trauma. It's like the 'hungry spirit' of strong boxer! As you know, a trauma is a wound of the heart, and you often hear the term 'Post Traumatic Stress Disorder'. At any rate, my point is that when I meet with citizens from a different part of our Spaceship Earth, I always share my knowledge of the good and positive aspect of their culture and race. I also tell them about the good and positive aspect of Japanese culture. And even though I introduce Japan and the Japanese culture, in my mind, I am not Japanese, as I mentioned to Ms. Jones yesterday. I am a global citizen, a crewmember of Spaceship Earth, who just happens to carry a Japanese passport for international travel. Of course I have strong affection toward my country Japan and hometown Tokyo, but it is quite a different feeling from so-called patriotism. I don't feel any closer to Japanese as compared to non-Japanese. They're the equals to me. As a matter of fact, the word 'foreigner,' in my mind, is absurd.

- **THE IMPORTANCE OF ONE'S 'IMAGE'**

So, let's, for a moment, share this vision of being teammates, the same crew onboard Spaceship Earth. Let us imagine that we are classmates of this global-university. Because we all have a tendency to use past data when making judgements about our relationships with others. Instead, let us try to use our dreams or ideal future to consider our relationships. If we do, I am sure that we would then be able to hold a good image of people of different nationalities, religions, customs and races. Also keep in mind that when we introduce ourselves to others,

it is important not only to possess a positive image of others, but it is equally important that we present a positive image of yourself. Presenting a good and positive image of oneself is important not just to impress other people; it is also important for your own self-esteem. Without positive self-esteem, you can easily fall into self-persecution and let your negative emotions grow and overtake you.

Now, back to the subject of JCIC, to present such a positive image, I felt a need to tune up the volume of the Voice of Japan so that it could be heard around the world. I produced television programs so that Japanese could introduce themselves to the rest of the world. I also produced English-language database about Japan, named JIN, the Japan Information Network. This includes such features as the Japan Atlas, Japan Directory, Trends in Japan, Kids Web Japan, Nipponia, a quarterly electronic magazine which introduces contemporary Japanese culture, and so on. I brought a color leaflet with me today. So, as you can see, one of my motives for establishing JCIC was to try and correct the negative image people in other regions of the world held of Japan and the Japanese. The negative image resulting mainly from the war crimes that the past Military Government of Japan committed. I was born after the end of World War II, so I am not personally and individually in a position to be blamed. But accepting my fate that I was born in the territory of Japan, I really wanted to rebuild a positive image of the Japanese as being a good member of the global-society. There was also another cause leading to my establishment of JCIC. It was my 'go-en' with Professor Buckminster Fuller.

- **MY "GO-EN" EXPERIENCE**

First of all, you may be wondering, 'what is 'go-en?'' 'Go-en' is a Japanese word that means 'a relationship continuing from a past life.' It comes from the concept of reincarnation, and stands for a kind of karma relationship. As a matter of fact, there is a proverb in Japan which goes "even the brushing of sleeves between two people passing in the street is caused by 'go-en.'" It means that even a chance meeting is due to the karma from a previous life. Also I personally define 'go-en' as 'meeting the right person at the right time'.

In my 52 years, the more than half century since I was born, I have found that one of the most exciting and worthwhile elements of life are such chance meetings. That is, meeting the right person at the right time. I feel that a kind of magnetic energy of one's soul destines one to meet such people because it is really meant to be.

When I was a student at the Rhode Island School of Design, in Providence, Rhode Island in 1968, I met the American architect and professor, Dr. Buckminster Fuller. I empathized greatly with him, and felt as though he were my father. I passionately listened to his lectures, and asked many questions. Out of class, he discussed things with me as if I was his friend or teammate. And together with him, I deepened my insight regarding many global issues. Actually, he was the person who coined the word “Spaceship Earth” in referring to our world.

4. WHAT’S HAPPENING ON OUR SPACESHIP? GLOBALIZATION!

The ancient history of humankind’s attempts at globalization has clearly shown two very different internal aspects, the Jekyll and Hyde, of human. On the one hand were the military invasions against other races and cultures, and there are so many examples throughout history. Alexander the Great invading as far as West Asia, Romans invading as far as England, Mongolian Chinese invading as far as Eastern Europe, Arabs invading as far as not only Spain but also Indonesia. Recent history saw arrogant colonization by strong military nations such as England, France, Holland, Spain, Portugal, the United States and Japan until World War II. And the last two strong military sectors were found during the Cold War; the USSR versus NATO and the United States. There are thousands of other examples of human cruel behavior sadly marked in our history.

On the other hand, globalization also took the form of religious missions by the global religions like Buddhism, Islam and Christianity. Goodwill human behavior is also documented throughout history. Dr. Albert Schweitzer, who dedicated his life to heal Africans, Mahatma Gandhi, who preached and practiced nonviolence as a means against violent armed oppression, Reverend Martin Luther King Junior, a leading Civil Rights energy for black people in the US, and Mother Teresa who received Nobel Prize, and countless others. We need to learn much from such great predecessors.

Meanwhile, the physical aspect of ancient globalization was spurred by our fundamental need for food, shelter and clothing or fashion. Trading was conducted to satisfy these needs, and it was through such trading that people broadened the scope of their communication in ancient times. As they say in Europe ‘all roads lead to Rome,’ and in Asia, there was the Silk Road. Regardless of the route, it was

transportation by land or sea which was the path leading to ancient globalization. But times have certainly changed, and today, we can all fly to Bali in a matter of hours! Earth is now truly a large Spaceship. We can move from country to country as if we were just moving from cabin to cabin; quickly, easily and safely.

At the end of the last century, the time it took to communicate was equal to the time it took to travel the distance. But now, on our Spaceship, we can communicate instantly from just about anywhere using our phones, faxes and computer. We can not only communicate with each other, but we can also see what is happening around the world in real time using our satellite television networks. I am aware of the major election you had in Indonesia, because I watched it on the news almost every day last week. And I'm sure that most of us have followed the dark side of human in Yugoslavia and Kosovo via Television. I also learned that 700,000 Chinese Indonesian moved to Bali for security reason.

And as we all observe what is happening in real time, we share the same information in our daily lives.

So, in this age of globalization, what should we be aware of as we try to create a better future?

First, let's talk about politics. Politics is no longer in the hand of just a few specialists or professionals; those who make a living, or, in worse cases, make fortunes out of it. I see a new, globally standardized and citizen-oriented political philosophy emerging. It's certainly not a dictatorship nor is it militarism, imperialism or Communism. It is a renaissance; the blending together of Democracy, Liberalism and Republicanism so that it becomes a single, global-standard political model. Its role will be to serve for the benefit and happiness of global-citizens, not for the merits of politicians and bureaucrats.

Next, let's talk about the economy. I see the emergence of a new, globally standardized and customer and consumer oriented capitalism. The capitalism of today is run under an old-fashioned system. In many countries within the Area B, we find government-controlled economies with innumerable numbers of regulations. Japan is no exception and is a rather typical case. And as if it's not enough that we pay taxes, some members of local and federal government find ways to take much of our business profits away from us by telling us that they will give us 'administrative consultation.' That means that private sector companies will have to

invite them to expensive restaurants, give presents, and in the worst cases, even give them cash. If we are running our businesses legally, then, the governments should allow us to run our businesses more democratically and freely. Federal and local governments should be satisfied by their income through taxes alone. Right!?

With the cooperation of a good-willed government, we will be able to promote the establishment of new venture businesses, which are both regionally and also internationally inter-dependent. And to make such inter-dependence possible, you need to know what others are doing and thinking; so you need to make 'go-en', that is, meet the right person at the right time. We have a great opportunity to do so, gathered here in Bali, so we should make an active effort to get to know each other. That's the reason why I prepared a list of my activities and brought it with me. This way, if any of you should be interested in developing a business or personal relationship with me, you know how to contact. We should develop our 'go-en', and to do so we shouldn't stay pessimistic or passive and stay isolated and closed about the development of our future creative collaborations. We should become optimistic, positive and open.

As a result, I see a new and global common sense emerging. This global common sense is being developed through our communication via networks such as computers, television and mobile phones. I can call anyone in the world from my mobile phone and get an immediate, direct connection. In our spaceship, we are no longer isolated. We can exchange information simultaneously, and we are forming a new global common sense together without being aware of it! Of course, we need to appreciate different lifestyle, cultures, religions and opinions. We maybe of different races, but we watch the same global TV news or global-hit movies, we listen to the same global-hit music, and we play the same global-hit computer entertainment software, the TV games. And, although it is most important that we truly appreciate diversity and respect the differences, we all will share not only a common sense, but a common ethic as well. I foresee that new emerging ethic would be EQ. EQ, as opposed to IQ or 'intelligence quotient', refers to what is called 'emotional quality' some call it 'emotional intelligence.' I'll go into further detail regarding this at the end because I think that it is the most important issue for coming century.

5. WHAT IS HAPPENING IN AREA B OF OUR SPACESHIP?

Let's take some time now to look at our Area B.

a. First, we are seeing regional integration in the world; for example, the EU monetary union. I greatly admire this challenge being undertaken in Area D. Now, can we, and should we, in Area B, undertake the same challenge? There are hundreds of discussions taking place regarding the pros and cons. Some may say that it's too early to even talk about it, but if we possess a clear vision for the better future, I am sure that we will make our best effort to remove all kinds of borders that come between us. Let us work together on this challenge.

b. Next, my observation is that our area B will have an influence on global standards. As you know, most of the global standards were created in Europe and the United States. The United Nations, the IMF, the WTO (the former GATT,) the Red Cross, the Olympic Games, the Formula One Grand Prix racing, just to name a few. We should certainly respect the global standards created by them, but shouldn't we start participating in the creation of future global standards? The field doesn't matter. It should be any area that each one of us has an interest in. In my case, I work to create a new global ethic standard by cooperating with the staff of The Pacific Institute and other pioneers of this field. So, let us form new visions and participate in the creation of coming global standards!

c. Finally, the most practical matter that we can participate in is reform within each of our cabins. Let's not leave the reform up to just a few volunteers or professionals. Let's make our voices heard and make an input of our opinions. For examples in Japan, we need to revise our Constitution. The grand design of Japan's Constitution was formed by the occupation army in 1946. But since then, even after Japan came to be governed by its own people once again, there has not been a single amendment made to the Constitution. I cannot think of any other country which has not made any amendments to its Constitution for more than half a century. So, as a visiting scholar at Law department of Keio University, I am presently working on this matter of reform with my colleague professors.

6. WHAT IS OUR ROLE AND RESPONSIBILITY FOR THE 21ST CENTURY?

- **GLOBAL CITIZENSHIP AND LEADERSHIP:**

I think that by now we are able to share the image of ourselves as a good global citizen, and realize what we can do as a member of this Spaceship.

- **GLOBAL EQ COACHING:**

Then, what can we do as a good global leader? For creating a better future, we, as leader, definitely need to place our first priority on the enhancement of our EQ.

We humans are the first species on earth to devise a means to travel outside of our planet. I think this is sufficient proof that humankind is the leader of all species. And as a leader of our Spaceship, we must contribute and dedicate to the other members. Just as with Noah and his Arc, we need to devise ways to coexist with other species. We shouldn't just think of fulfilling our own desires. Otherwise, we may very well become the first species that extinguishes all other species of earth. That would be the end of our world. We have already driven many precious species to extinction.

Therefore, as leaders, we need to love and care for all the inhabitants, and set a common goal for the prosperity. Leaders need to set clear visions for the whole organization. And, in order to be a good leader, we need to take steps to raise our emotional quality.

Let's take a moment to look at what is happening around us. Do we like to see violence? Do we want to see armed forces beating and shooting unarmed crowds? And do we want to see another harmless civilian injured or killed by bombing? I don't think so. But, haven't there been times when we were so angry that we wanted to hurt someone, or even kill? Do you know when that happens? It happens when your rationale is 'hi-jacked' by your emotions.

I came to realize in this fact when I became a leadership coach of The Pacific Institute headquartered in Seattle, Washington. The Pacific Institute is a world wide leadership coaching organization, coaching about 2 million people every year. In the US, 60% of the Fortune 500 companies, and in the UK, 30% of the Financial Times 100 companies have used TPI program. I have coached in Tokyo and also in the Special International Leadership Program for Executives held at Burnaby College, in Vancouver, Canada. I have found from my experience that human can easily hi-jacked by emotion and also, all of us are the prisoners of an outdated IQ myth. IQ test, developed by an American psychologist about 50 years ago, has been the standard to measure people's intelligence. A lot of emphasis has been placed on IQ. University and company entrance exams have basically been tests of one's memory power. And the person who was better able to memorize words,

numbers and equations was considered smart and intelligent. However, early scholars in the field of EQ found that this view of intelligence was incomplete. They realized that we had ignored a crucial range of abilities that are of immense importance for true success and happiness in life. These 8 abilities are listed in [Diagram I] of the paper I prepared. They add up to form a different type of intelligence, called EQ.s

Let us analyze emotion, for a moment. The origin of the word is the Latin verb, 'motere,' which means 'to move.' When you are happy, you are moved to smile, when you are sad, you cry, and when you are angry, you shout. The fact that emotions lead to certain actions can be clearly explained physiologically.

For example, happiness increases the release of dopamine in the brain, relaxes your nerve and inhibits negative feelings.

Tender feelings of love and caring entail para-sympathetic arousal. It generates a state of calm and contentment.

With surprise, the eyebrows are lifted making the eyes bigger. This makes it possible to take in more visual sights and allows more light to enter the pupils.

The body tries to acquire more information about the unexpected incident.

The expression of disgust – the curling of the upper lip to one side as the nose wrinkles – suggests an attempt to vomit poisonous food.

Sadness brings a drop in enthusiasm for both pleasure and work, and it slows the body's metabolism. This depressed feeling creates an opportunity to mourn a loss or to reflect upon one's mistake.

With anger, blood rushes to the hand, making it easier to grasp a weapon or to attack an enemy. The heart rate increases and adrenaline generates energy for a violent action.

Finally, with fear, blood rushes to the legs, making it easier to jump or to flee.

Such expression of emotion is the same worldwide, and one can say that emotion, like IQ, is global. But even though everyone in the world possesses such emotions, the correct utilization of our emotions needs to be coached by experts. Why do you think this is so?

Let me respond by asking you another question, "who or what is our common enemy on Spaceship Earth?" Could it be Arabs, Jews, Americans, Serbs or perhaps the Japanese? Our enemy is not any of them. Our common enemy is existing within every single one of us. Our enemy is our own negative emotion which dwells inside of ourselves. Negative emotion, if left unattended, will,

like the creature in the movie “Alien,” grow within us and eventually kill not only the host, but all others around as well. OK, then, what should we do?

It is critical that we improve the level of the quality of our emotion and convert negative emotion to positive emotion. We, as human beings, cannot be without emotion. We need all of our emotions, even anger and fear, sadness and depression. And while it’s all right to get angry, we need to change the focus of that anger. Instead of getting angry with others, direct that anger to ourselves. It’s so much easier to get angry with others, but if we change our attitude and get angry with ourselves, and ask ‘why did we do that?’ or “why didn’t we do that!”, whole situation, or relation actually changes.

Changing the focus of our anger is I believe most difficult task. Even with my EQ training, I’m still not sure that I can do it successfully if someone seriously angers. But we must all make an effort, because I am without doubt that it is absolutely necessary for us to change the focus of our anger and point the anger inward instead of outward.

In ancient times, religion played an important role in the enhancement of our EQ. But now, there are medical, psychological, physiological, philosophical and scientific methods emerging to play that role. And this brings us to the specific components of enhanced EQ. How we can learn to make our emotional quality higher.

- ① First is self-awareness. Be aware of your own emotions. Be aware that you carry at least several Traumas.
- ② Then, there is self-discipline. Manage your emotions. Overcome your Depression or Post Traumatic Stress Disorder. You need to start your own mental fitness training just as you would go to the gym for your physical fitness.
- ③ Third, emotional literacy. Be able to recognize and understand not only your own but the feelings of others.
- ④ Fourth, is empathy. Feel compassion for and share common feelings with others.
- ⑤ Fifth, is self-motivation. Confirming one’s motivation whether it is actually one’s own or not. Check one’s negative motivation and transform to pure and positive one.
- ⑥ Sixth is the handling of relationships. Promote positive and creative communication with others, and organize democratic, liberal and harmonious

teamwork.

- ⑦ Seventh, is maintaining self-esteem. Design and present a positive and ideal image of yourself. Before making your dream come true, you need to image what is your dream. Are present you what you really wanted be? Is your self image exactly what you wanted? We should never give up! If you compromise your image at the low level, you don't get where you want to be. Before we wish to have ideal car, or hand bag, or jewelry, we should really wish our ideal self and acquire self-esteem. Then you can design and build beautiful self which is one and only precious treasure in your life.
- ⑧ And finally, the ability to solve problems and achieve goals. Possess clear visions or dreams so that you can discover the best way to create a better future for the world.

Although I would love to go into further detail, our limited time this morning only gives me a chance to touch upon the surface. To give you an Idea, one of the main Leadership Coaching Programs of TPI takes a full 5 days, working from 9 to 6. I sincerely hope, though, that what I've been able to explain today can become some kind of a starting point. Let's keep working at it, and let's all stay in touch for creating a better future!

7. CLOSING REMARKS:

So ladies and gentlemen, my splendid team crews of Spaceship Earth, thank you so much for your attention, and the go-en you have given me. I would like to close my part, by expressing deep gratitude for my fate; that I have been born a global citizen able to witness the turning point into the new millennium together with all my 'Go-En' Soul-Friends on Earth. Thank you! And Terima kasih!