

"OTHELLO GAME" STRATEGY AND TRINITY'S VIEW ON MARKET AND SOCIETY

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1. "OTHELLO GAME" STRATEGY

We often illustrate our business strategy as an "Othello Game" and call it "The Othello game strategy theory". This would give us instant and clear image of what needs to be done to set strategy. In Othello game, simple number of stones taken during the game has little to do with who is winning. It is usually very advantageous to get corners. As long as you are successful getting corners, it is fairly easy reversing situations even after the opponent has gotten so many stones.

This image of Othello game would best illustrate the importance of understanding upcoming structural changes of the markets and taking key corners of the future business environments.

"Othello Game" Strategy

- i. In Othello Game, whoever takes the corner dominates the game. Number of stones taken during the game has little to do with final victory or defeat.
- ii. The shape and area of the game board (market) will be amazingly different in the future, and this makes the game very interesting.
- iii. Purpose of the business strategy is to identify shape and area of the future game board at specified timing, and take its corners.
- iv. Anyone can try to take any corner at every timing (i.e. the board is four-dimensional). One time ruler can lose such corner in a minute and, future ruler can come from totally different industries.
- v. The corner(s) has to be taken in form of actual deals or business transactions.

2. MARKET AND SOCIETY 5 YEARS FROM NOW (NEXT "CORNERS")

We summarized our thoughts about what would be structural changes of the markets in the future. In a way, this is an illustration of future "game board" in the Othello game strategy theory. This is the fun part and so many can agree or disagree. What would your thoughts be?

- Information will be conveyed more accurately, rapidly, interactively with extremely low costs than ever. It will be commercially more important; to be sincere than providing service, to be real inside than looking good, to be true than having good image, to advertise than making actions, to have authority than being fair, to give directions than communicating.
- Baby boomers are retiring and less babies are born every year. Japan is experiencing this gigantic social structural change earlier than any other countries in the world with the most significant impact. What Japan chooses from now will be a model for what other world would do at these changes.
- Value of money and material will decrease and value of people will increase significantly. Compared to American capitalism, that is money and material driven, Japanese style of capitalism tends to lead markets. This again, will be a factor that Japanese value will lead this social shift. This value shift is about love and how it is applied to human relations; and areas that place high value in human relations, as in Okinawa, would tend to lead this move.
- Time and money will be spent to enhance human relations that had been torn by materialistic value and by peoples' quest for material ownership for a long time. Along the way, usership will be more valued than ownership.
- From separation to unity. Purpose of work and life will be united. Long separated human relations will be united by love. Competitive relations will be replaced by cooperative relations. Negotiation will be less effective than contribution.
- Collective awareness and value in many different industries and fields (including business and finance) will shift towards spirituality.
- From masculine society to feminine society. From pragmatism to human relations. From pyramid organization to communicational organization. From individual for organization to organization for individuals. From employees for managers for capitalist to capitalist for managers for employees. From visible to invisible. From materialism to love. From western medicine to integrative medicine. From organized religion to faith. From science to spirituality. From American capitalism to Japanese (Okinawan) society. From stockholders to stakeholders. From separation of work and family life to unity of the two.
- Especially in labor intensive service industry, good companies will be extremely better and bad companies will be significantly worse.

- Price is not to represent value of things but feelings of people. In the market that consumers do not have many choices; they often buy a merchandize reluctantly because it was their only choice. As their choices increase, they will be able to follow their honest feelings when buying merchandize or requesting service. The market will be more consumer and their feelings driven. To understand, and connect with, people's feelings will be very important at business, especially for service industries. Love is the single most powerful factor to connect to peoples' feelings; and love will become very important and serious business agenda.
- Love means to be true, have no hidden agenda, open, no politics, no "services", i.e. to be as we really are. Those qualities of an organization will yield large business results.