



To Passionate and Inquisitive  
Japanese Students, whose  
future is filled with the  
intercultural, global  
engagements and  
collaborations,

KSD101 invites you to understand the challenges that the traditional Japanese way of communication inflicts as well as the rhetoric used by the Western way of communication.

The discerning facts about effective intercultural communication are:

- 1) Assertiveness is a globally accepted norm.
- 2) Explicitness, articulation, and reasoning are expected.
- 3) A Blunt 'yes or no' response is not rude but rather required to avoid misunderstanding.
- 4) All is equal; Hierarchy is not a critical element in communication

KSD101 is eager to challenge you with our intensive English 'immersion' training programs for you to acquire a solid dialogical capability in English. You need to cultivate your canny, but not fancy, command of English to connect with people in the rest of the world, with your ideas, values and personality manifested. You need to be able to grasp and appreciate differences in opinion. Your ability to articulate the difference between you and your opponents is critical for identifying common values and ultimately reaching a win-win resolution.

SINCERELY,  
KSD101EIGOGYM.COM

**KSD101 COUNSELING (EIGO-GYM), INC.**

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