

Top Message



Creating a greater social impact through co-creation with diverse stakeholders

President and CEO

Takahiro Yamada

After working in Japan and the U.S. for a global consulting firm, he joined ABeam Consulting in 2003. He was involved in strategy formulation, management, operations, and IT deployment in a wide range of industries, particularly the general trading, finance, telecommunications, energy, and transportation sectors, before being appointed as the head of the Financial and Social Infrastructure Business Unit. He became a board member in 2016, and Vice-President and COO in 2020, before taking up the post of President and CEO on April 1, 2023.

My Experiences in New York were My Starting Point for Sustainability Management

I became aware of sustainability management when I was working for global consulting firm in the United States in my late 20s. The New York office comprised people from diverse ethnic backgrounds working together as a single organization. Besides Americans, there were also individuals from Asia, Africa, South America, and Europe. I was surprised at how naturally the firm created an environment in which diversity was respected, such as by holding events on weekends to deepen understanding of LGBTQ issues.

It was at the New York office that I experienced the tragedy of the terrorist attacks of September 11, 2001. Witnessing both the acceptance and rejection of diversity, those two sides of American society formed the basis for my thinking about sustainability management from then on.

After returning to Japan and joining ABeam Consulting, I realized there were also two sides to Japan, but they were different from those of the U.S. Namely, while the Omi merchants' philosophy of "sampo - yoshi" [literally, "three parties (buyer, seller, and society) all doing well"] is familiar to today's sustainable management, Japan has lagged far behind in terms of diversity inclusion.

As I advanced in my own career through these experiences, I was fortunate to be given the opportunity to incorporate my own ideas into management by becoming the first Chief Workstyle Innovation Officer. As CEO, I would like to encourage all employees to change their awareness and behavior, and ensure that sustainability management is fully incorporated into our firm.



I believe Japan will be transformed by pursuing both social and economic values.

Our Unique Capabilities to Support Our “Value Creation Story”

The essence of ABeam Consulting's sustainability management is to directly pursue solutions to social issues through our own corporate activities. At the same time, as a consulting firm, we are committed to solving social issues through corporate transformation via co-creation with our clients, thereby contributing to the creation of a sustainable society that simultaneously delivers social and economic value. We have articulated this basic approach in the form of our “value creation story” (→ P.9).

We will support our clients in creating sustainable corporate value that simultaneously achieves social and economic value, and create social impact by solving social issues, through high-caliber individuals with diverse capabilities and the comprehensive capabilities of our teams of professionals, as well as our ability to co-create with various stakeholders beyond the boundaries of the company.

Clear Statement on Sustainability Management in Next Medium-term Management Strategy (Strategy 2027)

Three years ago, we formulated Vision 2030, and have been executing a medium-term management strategy (Strategy 2025) with 2025 as the goal. However, we had determined Strategy 2025 prior to the COVID-19 pandemic. The COVID-19 pandemic has transformed society, and the global situation is changing dramatically, with the Ukraine crisis ongoing and global supply chain risks becoming increasingly apparent. Since we had achieved a certain level of success in quantitative terms under Strategy 2025, we decided to bring forward the launch of Strategy 2027 in the year of 2024, one year earlier than originally scheduled.

Strategy 2027 has three pillars: “creating new value,” “the advancement of business portfolio

management,” and “strengthening the management infrastructure.”

This is the first time for us to clearly state “sustainability management” as one of the key initiatives in our management strategy. (→ P.8)

Up to now, as a “Real Partner®” for our clients, we have aimed to solve social issues through the transformation of our clients. We are now taking this one step further by asking ourselves how we can confront social issues, and how each of us can confront these issues as individuals. We believe that these actions are important to accelerate the resolution of social issues, which is exactly what we are about to do.

Launching a Sustainability Co-Creation Business Project with a Client

While uncertainty regarding changes in the environment surrounding companies is increasing, the challenges they face are also becoming more complex. These issues are difficult for a single company to solve on its own, and must be solved through co-creation that transcends the boundaries of individuals, organizations, and companies. An obstacle to solving social issues and creating value through co-creation is a “self-reliant” attitude. And I believe that a self-reliant attitude has been a factor hindering the growth of Japan. To create a substantial social impact, companies should not strive to solve issues on their own. Rather, it is important for multiple companies with diverse expertise to collaborate toward common goals in ways that transcend the frameworks of their own companies, i.e., to form themselves into an ecosystem.

To give one example, we are currently working with Sumitomo Corporation to launch a sustainability co-creation business to achieve carbon neutrality in various supply chains (→ P.16).

While we can provide strategic planning advice and data infrastructure on our own, we cannot create an electric power supply chain utilizing renewable energy and new power sources all by ourselves. Therefore, two

years ago, we conceived the idea of a co-creation business project with Sumitomo Corporation and began discussions with them.

In a project such as this one, specific solutions must be envisioned via the backcasting approach (→ P.21), i.e., working backward from the goal of carbon neutrality. For example, if we assume that EVs will be used for logistics to reduce GHG emissions, a large number of charging stations will be necessary. In addition, an electric power grid that provides a stable supply of renewable energy will also be indispensable. We have established such a roadmap for each value chain and are proceeding with plans to contribute to achieving the goal of a 46% reduction in GHG emissions by FY2030 (compared to the FY 2013 level).

This business with Sumitomo Corporation is exactly the kind we have been aiming for: solving social issues through co-creation with our stakeholders. The project is sustainable because it simultaneously delivers the social value of being carbon neutral and the economic value of being a green energy transformation project. This system will bring together a diverse range of participants, including corporations, government agencies, and private non-profit organizations, to generate a cycle of co-creation and value creation.

Accelerating Sustainability Management by Strengthening Human Capital Management

The driving force behind our promotion of sustainability management is none other than our human capital. Our clients naturally pursue both social and economic value in their businesses, and they expect us to do the same. To meet such expectations, we need to support our clients by viewing their issues with a sense of ownership. I believe this will also lead to the growth of our employees.

With our newly launched Strategy 2027, we will be further enhancing and clarifying the linkage between business strategy and human capital strategy. To this end, we will be revamping our human capital strategy to align it with our business

strategy. To further expand our human capital, which is vital for the implementation of our business strategy, we will be visualizing a concrete human capital model, determining new human capital requirements, and re-formulating human capital development strategies based on that model (→ P.13).

I believe that Japan will be transformed if our clients and other stakeholders pursue both social and economic values in their own business activities and management. We will be doing our utmost to support the realization of this transformation. We also intend to continue to change ourselves and work together with our clients to solve social issues.