【White Paper】
Human Resource Knowledge

Agenda

PROJECT APPROACH
ASIS_TOBE

By passing this project, Clients are able to put each employee in the right position. And then that will grow the current business more.

ASIS

- Would like to proceed with the business more smoothly by reskilling the current employee's skills.
- Would like to grow the business by hiring the new skilled employees.
- Would like to be more effective by ray-off the over resource.

TOBE

- Able to grow the business more.

PROJECT APPROACH
CONTENTS

Those are the directions of each content. After understanding the current structure, SASAL, INC

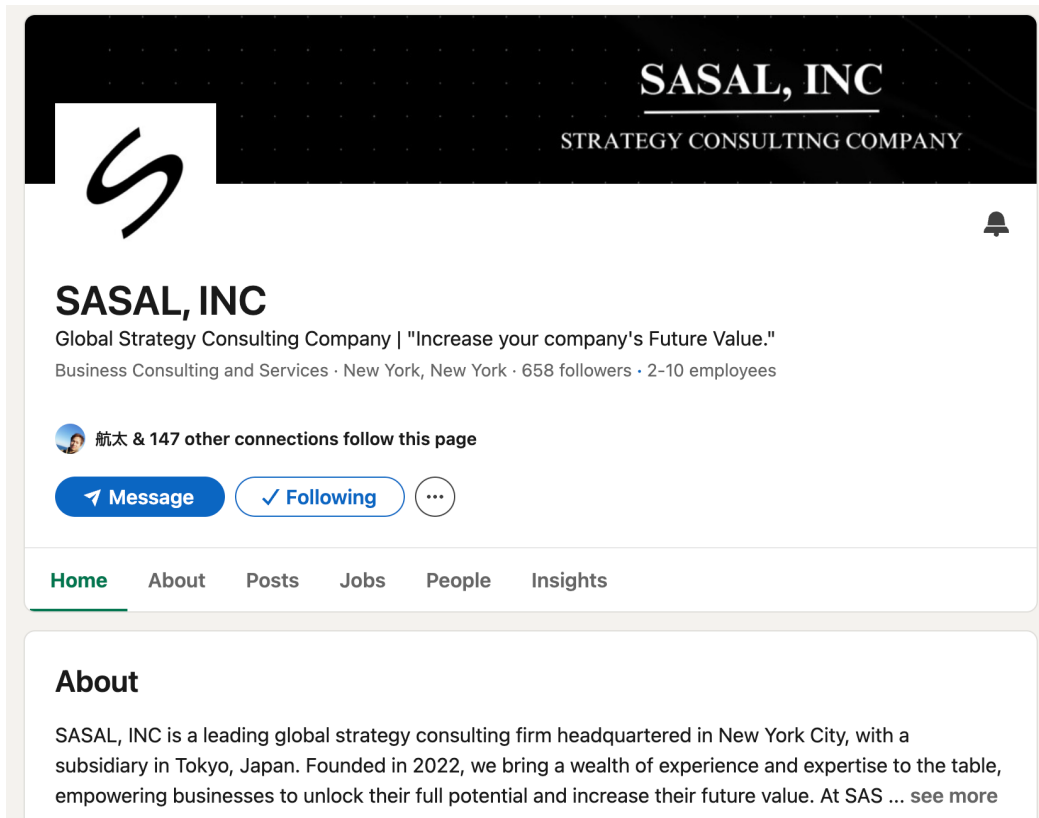| No	Contents	Direction.	Output
1	Vision Remaking	Vision Considering	PowerPoint Documentation
2	Corporate Page Recreating	Recreating the Corporate Page of the LinkedIn & HP	Remaking the corporate page in the scope of the corporate page
3	Recruiting	LinkedIn Jobs	Recruiting by using the LinkedIn
4	Lay-Off Handling	Original Direction	Lay-Off Handling by using the current knowledge of the SASAL, INC
5	Reskill	LinkedIn Learning + Original	Reskill by using LinkedIn learning

PROJECT APPROACH
Recruiting

SASAL, INC supports the LinkedIn setting. Clients need to set that, but when there are questions, SASAL, INC supports that.

https://www.linkedin.com/company/sasalinc/

PROJECT APPROACH
Recruiting

Even if you have a free account, you are able to get so many employees on Linkedin. LinkedIn is a knowledge-able tool.

Strategy Consultant
SASAL, INC · New York City Metropolitan Area (On-site)
Closed · Closed 1 month ago · Free job post · 251 views

View applicants   **Repost job**   ···

Job Info   Settings

Job description

Job Description
As a strategy consultant who can speak Japanese, you must contribute value to the job. You will provide support for client strategy. As a strategy corporation member, you need to focus on giving value to the client and then get sales and bring up members while entering into strategy projects as needed.

Industry
Business Consulting and Services

Employment Type
Internship

Job performance

50
Applicants

251
Views

Strategy Consultant
SASAL, INC · Minato, Tokyo, Japan (On-site)
Closed · Closed 6 days ago · Free job post · 184 views

View applicants   **Repost job**   ···

Job Info   Settings

Job description

■ Company Profile
SASAL, INC is a strategic consulting firm headquartered in the United States. It has a subsidiary in Japan and is looking for a Japanese consultant to join its team to help develop its business. SASAL, INCは米国を本社とする戦略コンサルティング企業です。日本に子会社があり事業発展の観点より、日本人コンサルタントを募集します。

Industry
Business Consulting and Services

Employment Type
Full-time

Job performance

50
Applicants

184
Views

PROJECT APPROACH
Recruiting From the NewYork

XXX

	Minimum (NYC)
	United States
Hour	$16-
Month	$2,560-
Year	$30,720-

Experience

Research
MIT Professional Education
2024 – Present

Director, Strategy and Operations
Fitch Ratings
2022 – 2024

Transaction Advisory Services and Business Consulting
EY
2015 – 2022

Experience

Associate
Goldman Sachs
2019 – 2023

Financial Analyst
DealerSocket
2018 – 2019

Education

Hitotsubashi ICS (Hitotsubashi University Business School)
Master of Business Administration - MBA
2023 – 2025

Renmin University of China
Global Network Week, China's Digital Economy
2024 – 2024

University of Tennessee-Knoxville
Bachelor's Degree, Business Analytics with a collateral in Finance.
2014 – 2018

Experience

Academy Investment Analyst
Point72
2023 – 2023

Volunteer research analyst
London Politica
2022 – 2022

Spring Intern
PwC
2022 – 2022

Show less experiences ⌃

Education

University of Oxford
MSc African Studies
2024 – 2025

PROJECT APPROACH
The Process of the Global Recruiting

Those are the steps of recruiting. Please follow these steps depending on your corporation's priority.

	Ph1	Ph2	Ph3	
Accumulation Type	Foreign employees in domestic	Hire from foreign as a low budget	Hire from foreign as a high-budget	When you would like to accumulate knowledge, please follow these steps.
Investment Type	Hire from foreign as a high-budget	Hire from foreign as a low budget	Foreign employees in domestic	When you would like to get knowledge asap, please follow this steps.

PROJECT APPROACH TIMELINE

The following is how this project will proceed. We envision a process of refining the survey content design in the first two months, followed by the submission of a fixed-point observation report.

Title		1st Month				2nd Month				3rd Month				4rd Month			
		1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Report Structure Making	Exquisition	▢	▢														
	Planning		▢	▢	▢												
	Operation							▢	▢	▢	▢	▢	▢	▢	▢	▢	▢
	Result Check									▢	▢	▢	▢	▢	▢	▢	▢

- SASAL, INC is the client's partner, not a subcontract corporation; if the client needs more knowledgeable talent than current employees, SASAL, INC can support it as a human resource Project. (e.g., teach the knowledge of hiring as a human resource project)
- SASAL, INC. cannot attempt to become your corporation's employees(e.g., join your corporation's environment).
- Basically, SASAL, INC uses the Microsoft Tools. For the client communication, SASAL, INC uses E-mail.
- SASAL, INC. does not translate if clients need domestic language documents. The client must hire a bilingual translator in the client's corporation.

PROJECT APPROACH
COST

Below is an example of our quotation. The detailed price list on the next page allows for flexible customization of the request to fit your budget.

No	Business Areas	Term	Cost
1	Exquisition	2 Weeks	
2	Planning	4 Weeks	Estimate based on the project's structure.
3	Operation	Estimate	
4	Result Check	Estimate	

		Plan	

Options
- At this stage, PPT output is assumed. The delivery format can be changed according to your company's requirements. We will submit the budget again and update the contract.
- Overseas Interviews: SASAL will submit a list of candidates and conduct an interview with them after discussing the candidates with your company. We expect a minimum of three people to attend the meeting: the interviewer, a member of your company, and a member of our company. We can also handle the interview by ourselves and submit the video of the interview and the minutes of the meeting to your company upon your request.
- This proposal is intended as an outsourcing contract. If you would like to utilize our company more flexibly, we can provide support in the form of outsourcing or advisory services. In the case of an outsourcing contract, we will support you with a minimum of 3 million yen plus monthly tax for a 3-person team. In the case of an advisory contract, we can provide support from 600,000 yen/month for one person for one hour of regular weekly meetings.
- Payment is due at the end of the month following the start of the contract. The total project cost divided by the project duration will be paid monthly. If additional requirements arise during the project, they will be started after the contract is signed and added to the next invoice.

Next Action

The following next actions are planned after adjustments based on this proposal.

| | Not Started | In progress | Completed |

No	Title	Detail	Responsible	Due	Status
4	Project Ongoing	Proceed with the project based on the Project Contract Scope. If the client widens the scope, SASAL, INC does that After contracting the Additional Project Contract.	Clients and SASAL, INC	Follow Client	Not Started
3	Kick Off Meeting	Meetings are held at the time of client implementation	Clients and SASAL, INC	Follow Client	Not Started
2	Contract	NDA & Basic Contract & Project Contract	Clients and SASAL, INC	Follow Client	Not Started
1	Meeting	Based on contact from the client, SASAL, INC held the meeting. If there are customer requirements or questions, SASAL, INC will hear them during this meeting.	Clients and SASAL, INC	Follow Client	Not Started

PROJECT APPROACH
PROJECT FLOW

Those are the next actions the most new next action is written on the top side. The legend is written on the right-top side of this page. This page is renewed by following the status of the Project.

No	Title	Detail
1	Appointment	Initial contact will occur either by the customer or due to SASAL, INC. SASAL, INC. will basically contact you by text for the purpose of building your knowledge. If a meeting is necessary, please inform SASAL, INC.
2	Requirements coordination	SASAL, INC will receive a BRD from the client and organize the requirements, or if no BRD is available, we will conduct a hearing or organize the requirements based solely on our knowledge without a BRD. Please specify your company's requirements.
3	Proposal	We will submit a proposal to the client, and if there is not enough information in advance due to lack of BRD or other reasons, there is a possibility that there will be a discrepancy between the proposal and the client's request.
4	Competitive quotes	We encourage you to obtain quotes based on your situation. We prefer to obtain quotes from other firms as we believe that this is an important decision for your company. We will respond to your questions by e-mail. Please make use of this service to share information within your company.
5	Contract	We will sign an NDA, a basic agreement, and a detailed agreement. If your company has the format, we can use the client format after legal check.

6	Kick Off Meeting	An initial meeting will be held at the start of the project. We hope you will join us to help make this project a success.
		 Agenda
		 • From Client
		    • Share any other information.
		    • Asking the questions.
		 • From SASAL, INC.
		    • Decide the per two weeks meeting day.
		    • Share the folder of the file.
		    • Decide the timing of PDF Share.

7	Project in progress	We will promote the project according to the initial meeting and proposal documents. Payment is invoiced at the end of the month and paid at the end of the following month. For project contracts, the project cost divided by the term is paid monthly (e.g., $100K- per month for 3 months of $300K-).
8	Proposal	Based on the client's request, we will implement the proposal again. The first submission is due about two months before the project is to be completed. After the submission, we will conduct a meeting and renew the contract one month before the end of the project.

Repetition

Agenda

SASAL, INC
Company Profile

SASAL, INC is a strategic consulting firm founded in 2022. The firm is headquartered in New York, USA, and has a subsidiary in Tokyo, Japan.

Overview

Company Name	SASAL, Inc
Representative	Yurino Sakamoto
Build	October 2022
Business	Strategy Consulting Company
Address	Headquarter 136 Madison Avenue, New York, NY 10016 Subsidiary Akasaka Front Town 3F, 4-8-19 Akasaka, Minato-ku, Tokyo, Japan, 107-0052
Employee	10 (Subcontract Included)
Web Site	https://sasalinc.com/
Contact	https://sasalinc.com/contact/
History	• 10/2022 SASAL, Inc. Established in Japan. • 07/2023 SASAL, Inc. Established in the US.

Management Philosophy

Values	As a specialist, deepen human attractiveness through communication.
Vision	Contribute as one company that supports the wealth of countries around the world.
Mission	Increase your company's "Future value".

SASAL, INC

How to Use SASAL, INC

SASAL, INC. gives value to the client while playing accompaniment. Some strategic firms give up playing accompaniment, but true strategy consulting for clients is playing accompaniment.
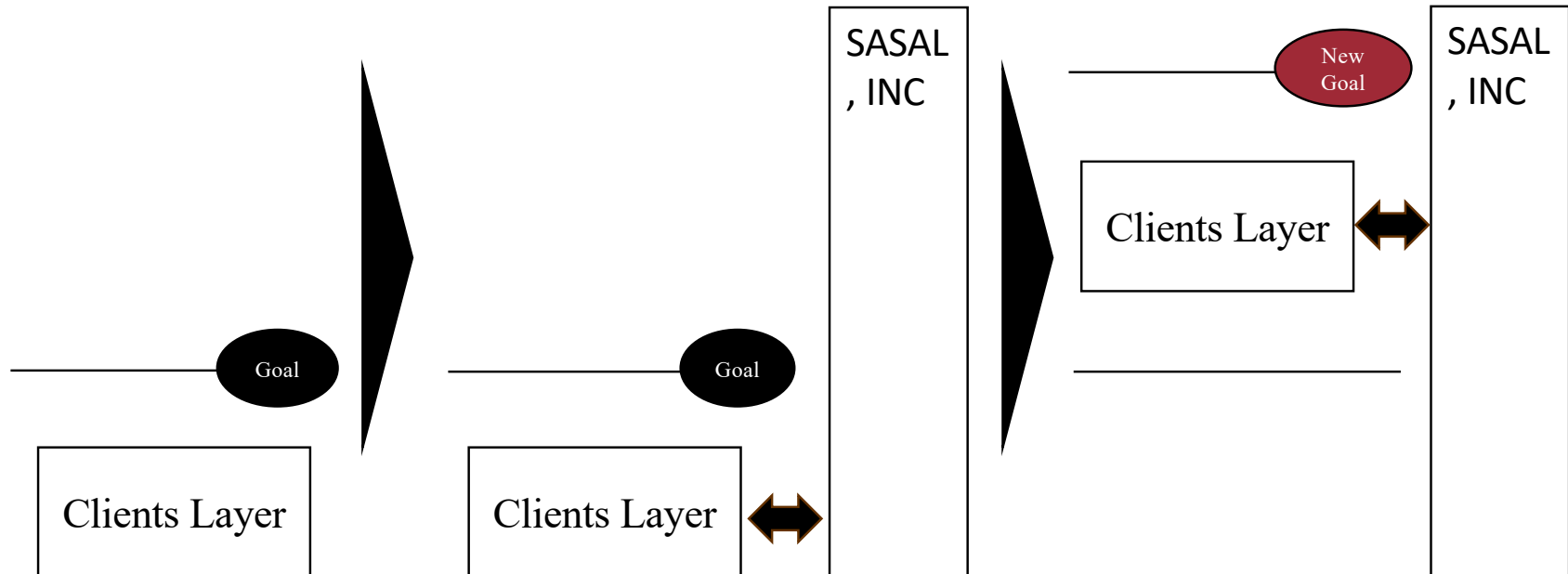
1st

Clients have direction, but clients are not able to do so for some reason.

2nd

SASAL, INC., is a global strategy company. Using our global strategy consulting knowledge, SASAL will realize your goal.

3rd

SASAL, INC transfers the knowledge to clients with playing accompaniment, and clients are able to achieve the goal.
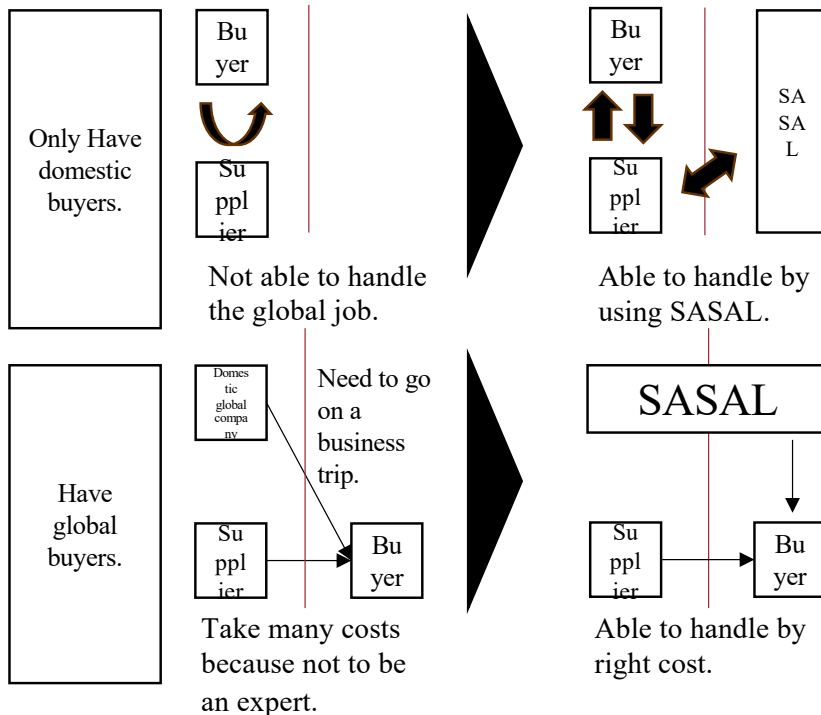
SASAL, INC
How to Use SASAL, INC

As a strategy consulting firm, SASAL, INC is able to give value to the client in those situations.

Domestic Company

There are two types of support examples for the domestic company from SASAL, INC.

Only Have domestic buyers.

Buyer
Supplier

Not able to handle the global job.

Buyer
Supplier
SASAL

Able to handle by using SASAL.

Have global buyers.

Domestic global company

Need to go on a business trip.

Supplier → Buyer

Take many costs because not to be an expert.

SASAL

Supplier → Buyer

Able to handle by right cost.

Global Company

In the case of the global company SASAL, INC, a third-party company can support it. By using us, clients can have more flexible communication between group companies.

Headquarter
Subsidiary

Communication Friction

Headquarter
Subsidiary
SASAL
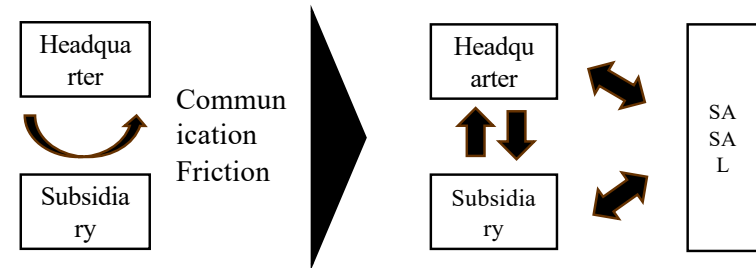
Based on strategy consultant knowledge, SASAL is able to do …

Project Base	Strategy planning Product Strategy etc
Person Base	• Power Point · Word · Excel • Research • Translator etc

SASAL, INC
Service

The following are our services. We recommend Project for clients who want full-scale strategic consulting, and Person for clients who want a Small Start from a cost perspective.

| Title	PERSON	PROJECT
Contents	A minimum unit of three strategy consultants will work side-by-side with the client to improve the strategy.	As a strategic consulting firm, we perform project work. We provide self-driven strategic consulting services as a team. Meetings are set up according to the client's needs.
Cost	$20,000 ~ / Month	$100,000 – $1,000,000 / Project
Team	Per 1 month	3month / 6month / 12 month etc
ATTENTION	Since we work side-by-side with the client as a team, it is necessary for the client to set aside time to discuss the work with us as needed. For those who have difficulty securing time, we recommend the Project Service described on the right.	The maximum term of one contract is 12 months. If you wish to extend your contract, please contact SASAL, INC prior to the end of your contract.

Project Cost Range

SASAL, INC is a start-up. Hence, the sales cost is effective compared to other tier companies. But the actual service quality is the same, and this occurs just because of the start-up.

Project Cost Range

5,000,000

0

$500,000

$20,000

SASAL, INC

$125,000

Accenture

$500,000

Mckinsey
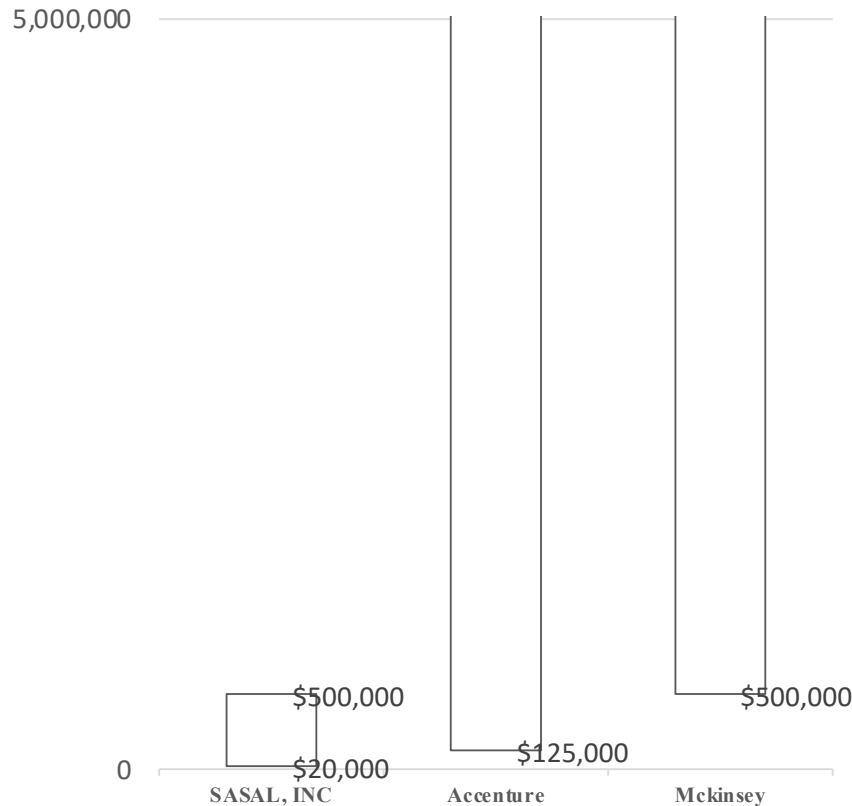
Actually, SASAL, INC's employees are knowledgeable, and they have careers similar to those of consulting firm employees who have been hired by those companies, so the service quality is almost the same. The difference is just the company they belong to.

https://mariopeshev.com/business-consultant-fees-pricing/#:~:text=And%20companies%20like%20McKinsey%20charge,at%20%24500K%20or%20over.
https://www.quora.com/How-much-does-McKinsey-charge
The upper cost depends on the interview. But that is too inaccurate. Hence, SASAL does not dedicate that.

SASAL, INC
Past Case

Those are the past cases of SASAL, INC.

No	Sector	Title	Contents	Client	Region
1	Technology	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
2	Health Care	DX Strategy Consulting	System Migration of B2C application	Public Sector	Japan
3	Financials	New business development	BDD for Business Partnership	NYSE	Japan
4	Real Estate	-	-	-	-
5	Energy	New business development	Basic Business model research of the US Energy Industry	NYSE	Japan
6	Materials	-	-	-	-
7	Consumer Discretionary	-	-	-	-
8	Industrials	New business development	Business Model Reconsider and BDD for Business Partnership	NYSE	Japan
9	Utilities	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
10	Consumer Staples	Whole Strategy	Human Resources, IT, Accounting, Business Consulting	Start-up	United States
11	Consumer Discretionary	Globally Industry Research	Globally Industry Research based on each company e.g. US, Europe	TYO	Japan

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Energy	Energy Sector comprises companies engaged in exploration & production, refining & marketing, and storage & transportation of oil & gas and coal & consumable fuels. It also includes companies that offer oil & gas equipment and services.
Materials	The Materials Sector includes companies that manufacture chemicals, construction materials, forest products, glass, paper and related packaging products, and metals, minerals and mining companies, including producers of steel.
Industrials	The Industrials Sector includes manufacturers and distributors of capital goods such as aerospace & defense, building products, electrical equipment and machinery and companies that offer construction & engineering services. It also includes providers of commercial & professional services including printing, environmental and facilities services, office services & supplies, security & alarm services, human resource & employment services, research & consulting services. It also includes companies that provide transportation services.
Consumer Discretionary	The Consumer Discretionary Sector encompasses those businesses that tend to be the most sensitive to economic cycles. Its manufacturing segment includes automobiles & components, household durable goods, leisure products and textiles & apparel. The services segment includes hotels, restaurants, and other leisure facilities. It also includes distributors and retailers of consumer discretionary products.
Consumer Staples	The Consumer Staples Sector comprises companies whose businesses are less sensitive to economic cycles. It includes manufacturers and distributors of food, beverages and tobacco and producers of non-durable household goods and personal products. It also includes distributors and retailers of consumer staples products including food & drug retailing companies.
Health Care	The Health Care Sector includes health care providers & services, companies that manufacture and distribute health care equipment & supplies, and health care technology companies. It also includes companies involved in the research, development, production and marketing of pharmaceuticals and biotechnology products.

SASAL, INC
Sector

Those are the Sector details there are 11 Sector in the world.

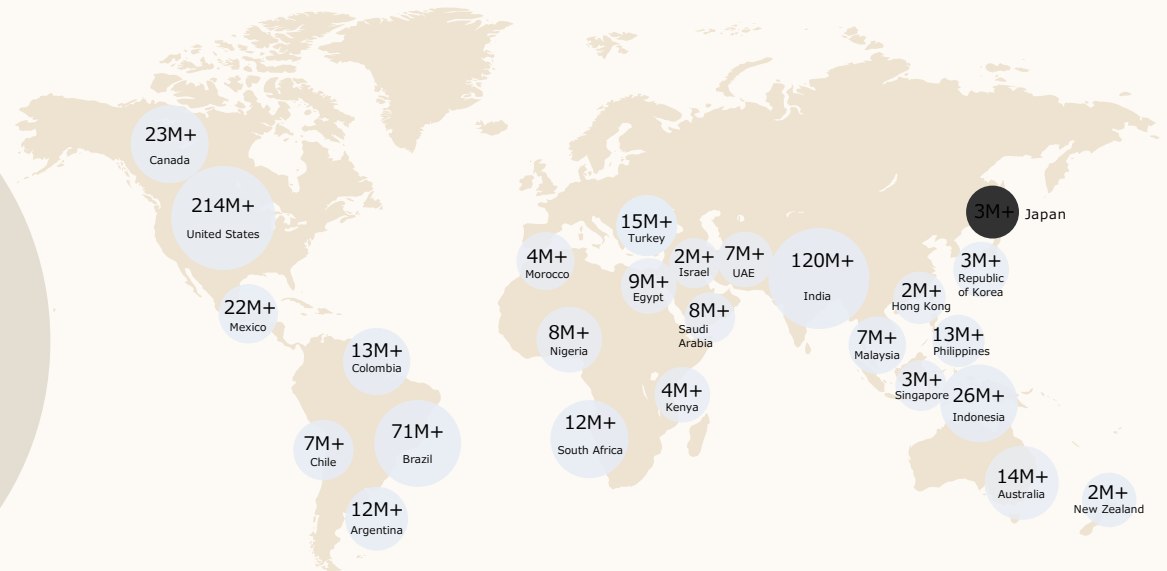| Sector	Sector Detail
Financials	The Financials Sector contains companies engaged in banking, financial services, consumer finance, capital markets and insurance activities. It also includes Financial Exchanges & Data and Mortgage REITs.
Information Technology	The Information Technology Sector comprises companies that offer software and information technology services, manufacturers and distributors of technology hardware & equipment such as communications equipment, cellular phones, computers & peripherals, electronic equipment and related instruments, and semiconductors and related equipment & materials.
Communication Services	The Communication Services Sector includes companies that facilitate communication and offer related content and information through various mediums. It includes telecom and media & entertainment companies including producers of interactive gaming products and companies engaged in content and information creation or distribution through proprietary platforms.
Utilities	The Utilities Sector comprises utility companies such as electric, gas and water utilities. It also includes independent power producers & energy traders and companies that engage in generation and distribution of electricity using renewable sources.
Real Estate	The Real Estate Sector contains companies engaged in real estate development and operation. It also includes companies offering real estate related services and Equity Real Estate Investment Trusts (REITs).

Agenda

Introduction

SASAL, INC is able to connect your corporation to the LinkedIn representative. For that, there is an application flow; please tell us why you would like to connect to LinkedIn.

世界最大級のプロフェッショナルネットワーク

LinkedIn
メンバー

**200ヵ国以上
10億人**

23M+
Canada

214M+
United States

22M+
Mexico

13M+
Colombia

7M+
Chile

71M+
Brazil

12M+
Argentina

4M+
Morocco

15M+
Turkey

9M+
Egypt

2M+
Israel

7M+
UAE

8M+
Saudi Arabia

120M+
India

3M+
Japan

2M+
Hong Kong

3M+
Republic of Korea

7M+
Malaysia

13M+
Philippines

3M+
Singapore

26M+
Indonesia

8M+
Nigeria

4M+
Kenya

12M+
South Africa

14M+
Australia

2M+
New Zealand

37M+	UK	19M+	Italy	4M+	Belgium	4M+	Portugal	2M+	Ireland
28M+	France	18M+	Spain	5M+	Poland	3M+	Romania	2M+	Czechia
21M+	DACH	10M+	Netherlands	4M+	Sweden	3M+	Denmark	1M+	Finland

https://news.linkedin.com/about-us#Statistics
※ 24年1月時点

LinkedInタレントソリューションズが解決できる課題

分析、採用から育成まで人事課題をすべてカバー

ファネル	ソリューション	説明
潜在層・顕在層	✓ **データ分析:タレントインサイト**	10億のデータを分析、採用戦略・人材分析・人材計画・競合ベンチマークが可能
認知	✓ **ターゲティング広告**	採用ブランディング・候補者母集団形成
興味・関心	✓ **会社ページ**	採用ブランディング・働く場所としての魅力を伝える
検討	✓ **求人スロット**	レコメンド広告機能で潜在層へのアプローチ
採用	✓ **リクルーター**	求める経験・スキルを持つ人材を探しダイレクトにコンタクト、スカウトメール送信
育成	✓ **LinkedInラーニング**	全言語2.2万以上、日本語は1,200超のコース、機械翻訳で視聴可能なものを併せて1万以上のコースを提供。カスタムコンテンツアップロード機能やコースおすすめ機能も充実

Talent Insights / Marketing Solutions / Hiring / Hiring / Hiring / Learning

25

LinkedInタレントインサイト：利用方法

様々な御社課題へアプローチ可能

採用戦略

世界、日本の人材・スキルの流れを分析可能。戦略の全体像から具体的な採用施策まで、データを見ながら進めることができます。

競合調査

競合の採用状況、流出先、新規オープンポジション、スキルベースでの増減を確認可能。競合の経営戦略から人事戦略、人材の流出理由から流入理由までデータで確認、自社の戦略に生かせます。

人員計画

自社、他社、およびマーケットの人員の流れ、スキルの流れ等を俯瞰で確認可能。人員、職種の配置や新規オフィス開設場所等に利用可能。

採用ブランド戦略

ターゲットとなる候補者属性、興味関心や採用における競合とのブランドイメージを比較。現在の位置づけと今後の採用ブランド戦略策定をサポート。
例：ダイバーシティ採用を行うための現状把握

学習計画

マーケットのスキル動向、競合のスキル状況を確認することで今後必要となる組織の学習計画を策定

確認可能なデータ（一部抜粋）

マーケット・企業
- 人材の流れ（人材の獲得先、流出）
- 在職期間、離職率
- 社員数の変動
- 社員のスキルとその分布、動向
- 各部署の人数、離職率

候補者
- 居住地
- 出身校、専攻
- 動き
- 業種
- 勤務先
- スキル
- 候補者分布
- 企業

採用ソリューション：データでみるLinkedIn採用ソリューション

世界最大級の採用プラットフォーム

<数字で見るLinkedIn採用ソリューション>

利用法人数 -
※2024年1月
230ヵ国·85万社

利用リクルーター数 -
※2023年10月
430万

アクティブな求職者数 -
※2023年10月
6500万/週

LinkedIn経由で採用される人数 -
※2023年10月
6人/分

InMail(ダイレクトメッセージ) の送信数 -
※2024年1月
20通/秒

Linked in Learning

ラーニングソリューション：概要

学習効果を最大化するための機能とコースが充実

1: 22,000以上のコースを多言語で視聴可能

また、13言語（日本語・英語・中国語・フランス語・ドイツ語・スペイン語・ポルトガル語・イタリア語・オランダ語・ポーランド語・トルコ語）でコンテンツを提供。英語コンテンツ(9,000以上)では自動翻訳機能が利用可能、24言語で視聴が可能。

2: データに基づいたコース設計と個人最適化機能

世界最大級の人材ビックデータをもとにコースを*自社開発、トレンドに沿った幅広いコースを視聴可能。目指すキャリアやプロフィール情報（スキル、経験等)に基づいた推奨コースをAIが自動でおすすめ。

3: マイクロラーニング

動画は1本平均3分程度、移動中や休憩中になどいつでもどこでも様々なデバイスから受講可能。隙間時間を利用した学習を実現。

※一部例外あり

ラーニングソリューション：階層別コンテンツ

Linked in Learning

各階層別向けに豊富なコンテンツを提供

内定者・新卒

新社会人のための準備と心構え
ビジネスマナーの基礎（会話、ツールとドキュメント、接客）
良好な人間関係を築くコミュニケーション
イシューから始めるロジカルシンキング
MS365入門（Excel, Word, PowerPoint）
通る企画書の作り方
スピーチの基礎
タイムマネジメントの基礎

※ラーニングパス

管理職

- チームマネジメント
- 採用
- 人材育成
- 評価
- 管理職のマネジメント
- ダイバーシティ、異文化間のチームマネジメント
- コーチング
- マネージャーからリーダーへの変革

※ラーニングパス

エグゼクティブ

- チェンジマネジメント
- 企業文化の設定と浸透
- 企業ブランディング

※全従業員用コアコンピテンシーも広く取り揃えております。例：クリティカルシンキング、タイムマネジメント、コミュニケーション、目標設定　等

ラーニングソリューション：コンテンツキュレーションサポート

Linked in Learning

担当カスタマーサクセスマネージャーが御社課題向けコンテンツを提案

コースマッピング

数あるコースの中から貴社のニーズにあった
コースの抽出をお手伝いします
（無償サービス）
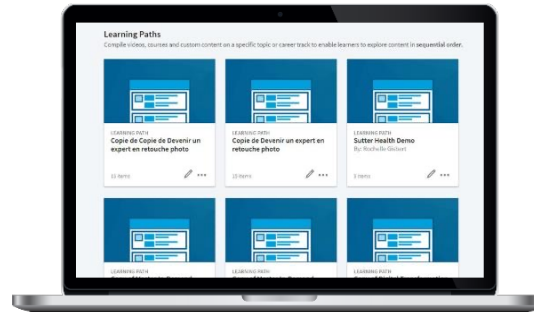
既存ラーニングパス活用

既存のラーニングパスが活用できる場合はそち
らをご紹介します
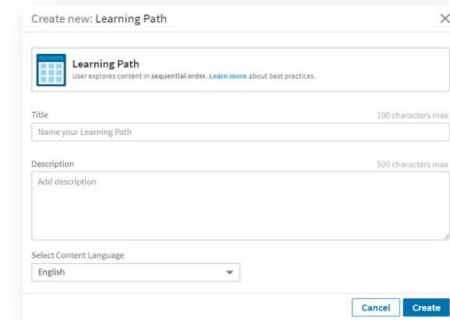
オリジナル
ラーニングパス作成

貴社独自コンテンツと組み合わせたラーニン
グパス作成方法についてもご紹介します

※サポート提供には料金のしきい値がございます。詳しくは弊社営業担当までご連絡ください

ラーニングソリューション：自社コンテンツアップロード（カスタムコンテンツアップロード）

Linked in Learning

御社所有・制作コンテンツをUP可能、従業員に最適な学習環境を提供
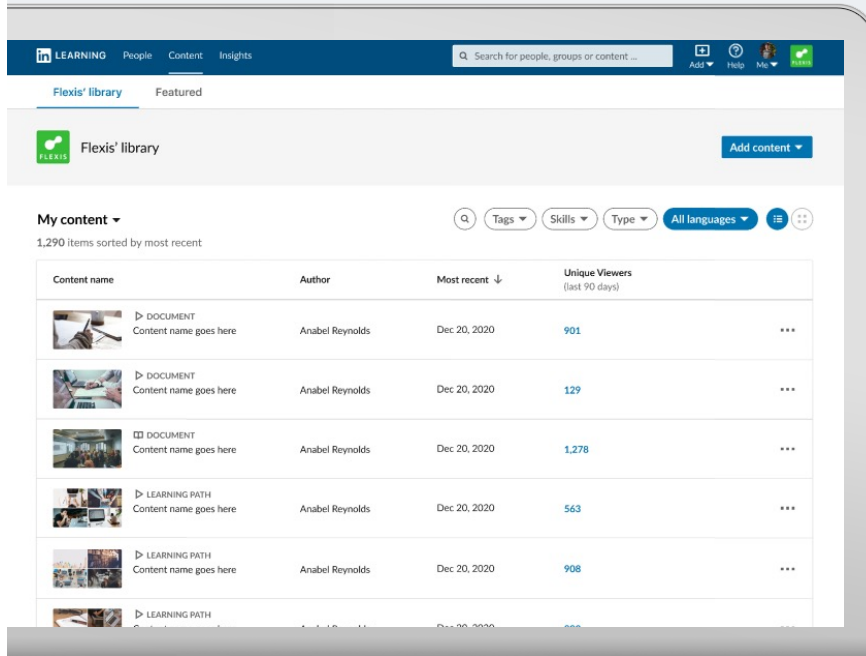
- 御社所有のコンテンツをアップロード可能。別でLMSの契約、サーバー契約は必要なし。

- 動画はもちろん、Ｗｅｂページや各種ドキュメントもアップロード可能

- 独自の学習プログラム（ラーニングパス）をLinkedInラーニングコンテンツと御社コンテンツを織り交ぜて作成可能

- 学習進行状況確認も可能

ラーニングソリューション：学習プログラム作成 (ラーニングパス)

Linked in Learning

御社独自の学習プログラムを作成・展開

- 複数コンテンツをつなぎ合わせ御社学習課題に沿う独自学習プログラムをLinkedInラーニング内に作成可能

- コンテンツはLinkedInラーニングコンテンツはもちろんのこと、自社コンテンツ、LMS掲載中のコンテンツ、ドキュメント、Webサイトリンクまで対応

- 学習パス例：
  - 新入社員向け
  - DX基礎
  - 新任マネージャー向け
  - ダイバーシティ研修

ラーニングソリューション：スキルレポート

Linked**in** Learning

御社従業員のスキルを把握可能

- 御社内でのスキル現状を把握可能。トップスキルから従業員が得たスキル履歴、閲覧したコンテンツを確認可能

- スキルに対して学習者、学習時間等の詳細データも確認可能

- スキル獲得により貢献したコンテンツを把握可能、さらなる効率的なスキル獲得施策立案が可能

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ラーニングソリューション：認証試験（英語のみ）

Linked in Learning

企業・学校発行の認証提供（英語のみ）

- マイクロソフト、Google、Oracle等、各種企業が発行するコース終了認証を取得可能
- 学校法人、各種団体とも連携、Academic Credits、CEU*を受講可能
- 学習終了後はデジタル修了証を発行、LinkedInプロフィール追加可能

Professional Certificates		Show All
Microsoft	CSCMP	ServiceNow
LambdaTest	SS&C Blue Prism	Zendesk

Certification Preparation		Show All
Google	Microsoft	Atlassian
Oracle	Cisco	Amazon Web Services

Continuing Education (CEU)		Show All
Project Management Institute (PMI)®	NASBA Continuing Professional Education (CPE)	HR Certification Institute® (HRCI®)
Society for Human Resource Management (SHRM®)	International Institute of Business Analysis (IIBA®)	Computing Technology Industry Association (CompTIA®)

Academic Credits		Show All
American University of Beirut (LB)	ESPM (BR)	International University (DE)
University of Huddersfield (UK)	University of Northumbria (UK)	University of South Australia (AU)

*Continuing Education Unitの略。継続学習を支援するためのプログラム。

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ラーニングソリューション：生成型AIコーチング(英語のみ)

AIが適切な学びをコーチング
学びの方法をAIが会話形式で提案

Linked in Learning
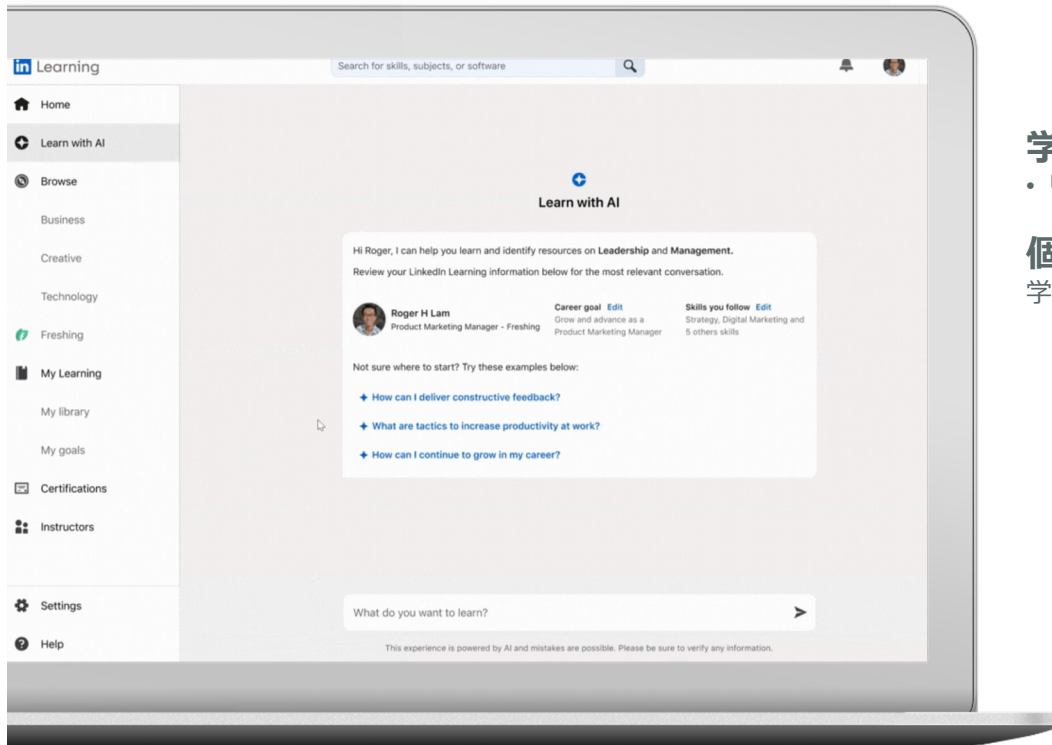
学習者の「今」に答える
・リアルタイムのアドバイスで学習者に最適な学びを提供

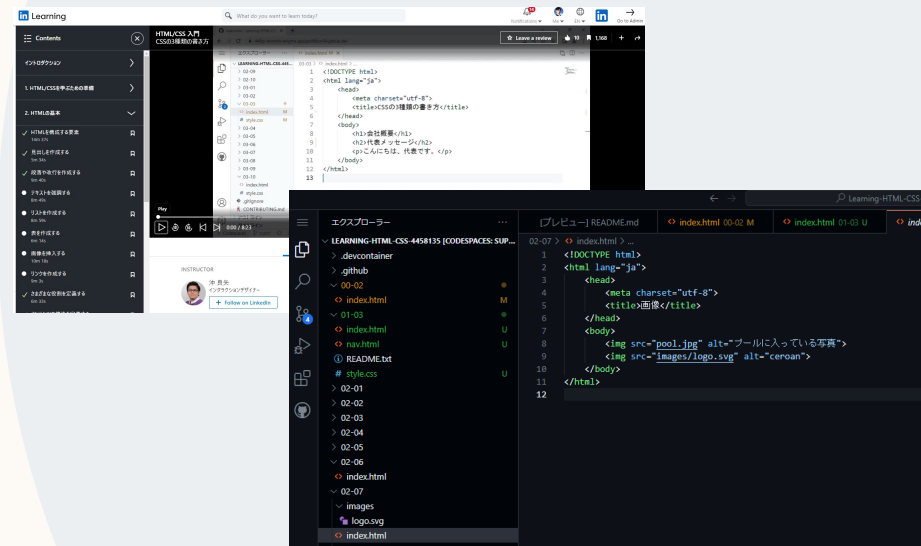## 個人最適化された会話、提案
学習データや個人プロフィールを元に最適な提案を実現

※英語インターフェースで日本語での会話は可能ですが
コース、コンテンツ提案は英語ライブラリのもののみ

ラーニングソリューション：GitHub連携コンテンツ

その場でコードを確認しながら学べる

- *GitHubと連携、コース内容をGitHubのコードスペース上で確認可能
- 実際のコードを見て、編集しながら効率的な学習を可能に。
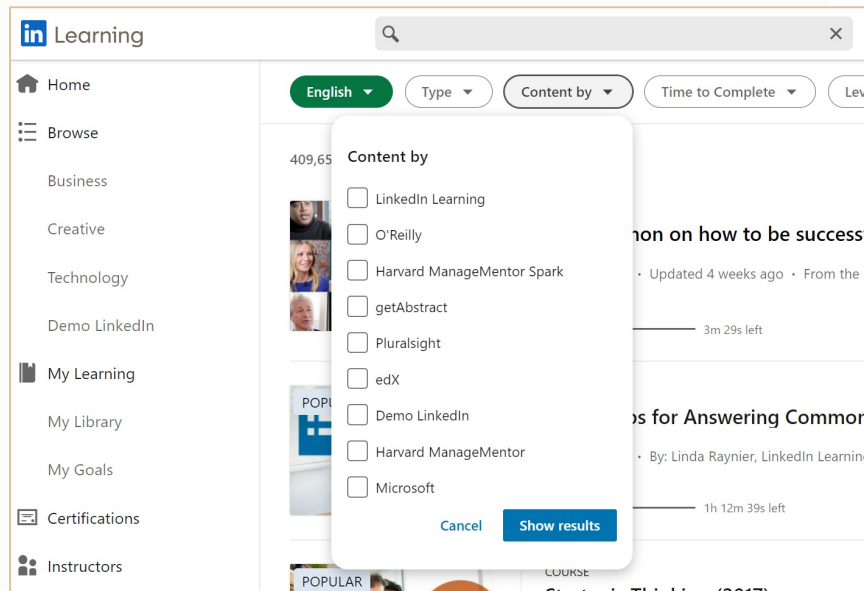
※日本語コースではHTML/CSS入門が現状対応

*GitHubはソフトウェア開発のプラットフォームとして広く使われている、アメリカの同名の企業が提供しているサービスです。 利用者はプログラムのソースコードをアップロードし、複数のユーザーと共有して共同作業を行ったり、ソフトウェア開発プロジェクトを管理したりすることができます。

ラーニングソリューション：コンテンツ連携（LMS類似機能）

Linked in Learning

他コンテンツベンダーのコンテンツを表示
LinkedInラーニング上にコンテンツ表示可能なLMS類似機能

LinkedInラーニングを学習の中心に
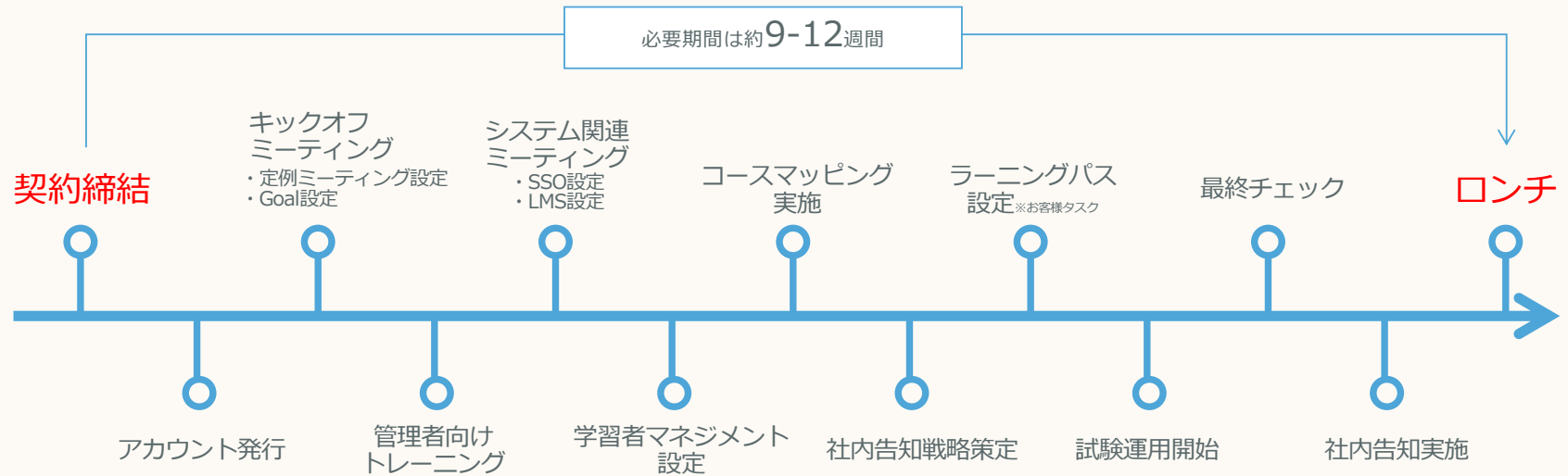すべてのコンテンツの窓口としてLinkedInラーニングを利用
（LMS類似機能）

連携はシンプル
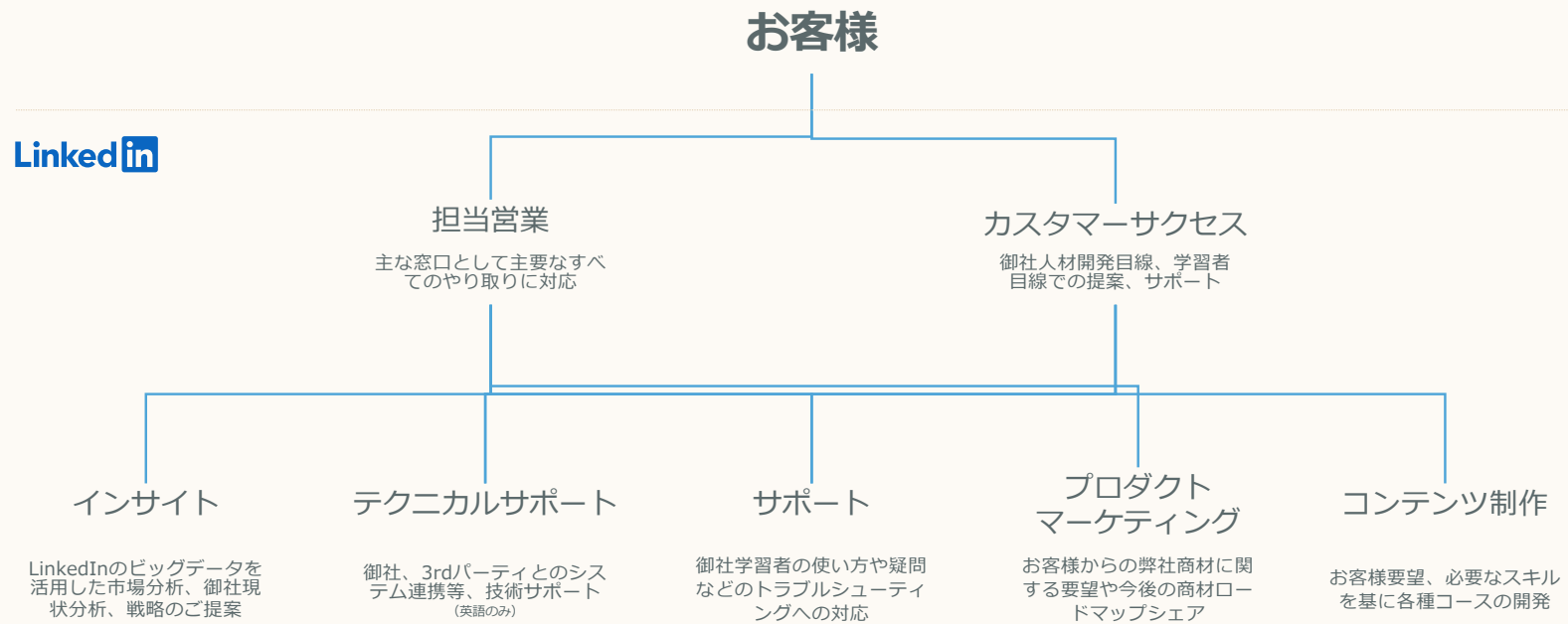必要情報を入力すれば、連携は数ステップで完了

＜パートナー＞※一部抜粋

導入の流れ：ラーニングソリューション

Linked in Learning

弊社担当営業、カスタマーサクセスが万全の体制で対応

必要期間は約**9-12**週間

契約締結

キックオフ
ミーティング
・定例ミーティング設定
・Goal設定

システム関連
ミーティング
・SSO設定
・LMS設定

コースマッピング
実施

ラーニングパス
設定 ※お客様タスク

最終チェック

ロンチ

アカウント発行

管理者向け
トレーニング

学習者マネジメント
設定

社内告知戦略策定

試験運用開始

社内告知実施

※定例ミーティングの頻度、サポート内容、カスタマーサクセスのサービス対象は導入規模によって異なります

SASAL, INC

組織体制：ラーニングソリューション

Linked in Learning

担当営業を中心にカスタマーサクセス、専門担当による手厚いサポート

お客様

Linked in

担当営業

主な窓口として主要なすべてのやり取りに対応

カスタマーサクセス

御社人材開発目線、学習者目線での提案、サポート

インサイト

LinkedInのビッグデータを活用した市場分析、御社現状分析、戦略のご提案

テクニカルサポート

御社、3rdパーティとのシステム連携等、技術サポート
（英語のみ）

サポート

御社学習者の使い方や疑問などのトラブルシューティングへの対応

プロダクトマーケティング

お客様からの弊社商材に関する要望や今後の商材ロードマップシェア

コンテンツ制作

お客様要望、必要なスキルを基に各種コースの開発

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経営戦略と人事戦略

戦略的な人事はより重要に
人事の仕事はより経営に近くなり、その責任は増大。経営に連動した人事施策が求められています。

<人事戦略・戦術の考え方>

経営戦略
ヒト・モノ・カネ

人事戦略		人事戦略		人事戦略

人事施策

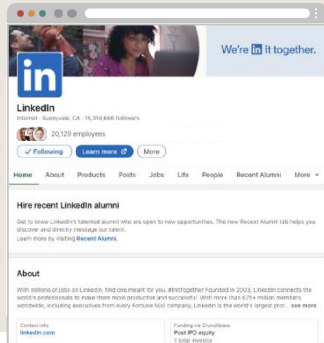| 人員計画		採用		エンゲージメント

	人材開発		評価・報酬	
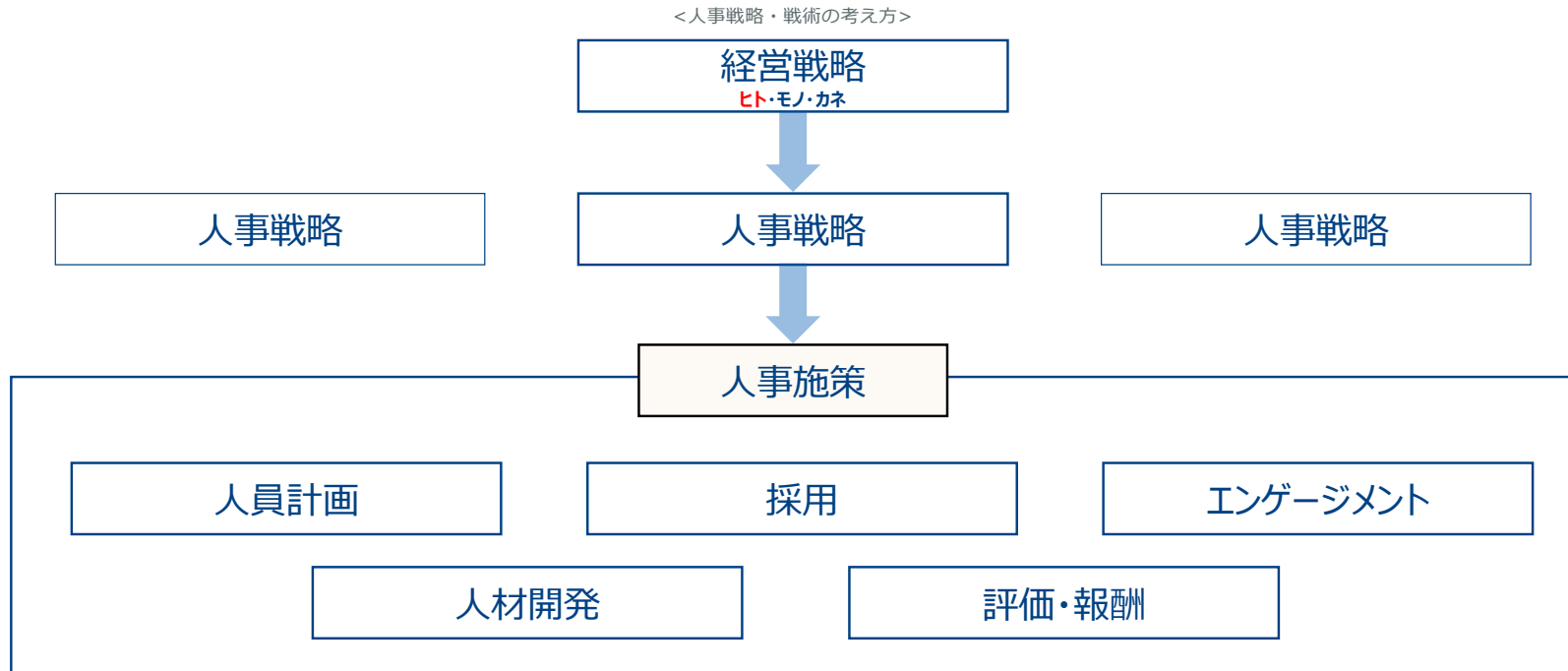
企業やソリューション認知向上の実現をサポートする LinkedIn Marketing Solutions

B2Bマーケティングにおけるマストバイ。認知獲得〜リード獲得までフルファネルで活用できます

1. 会社ページ(無料)

- LinkedIn上でのハブとなり情報発信・エンゲージの場として活用
- 会社ページを活性化・よりエンゲージメントを促す機能が進化
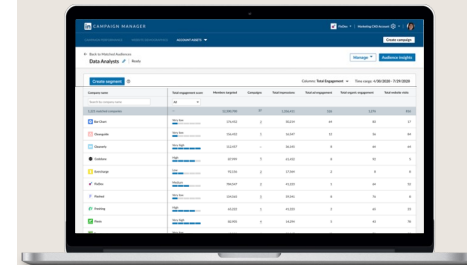(LinkedInライブ / イベント告知ページ/ 製品ページなど)
- My Companyタブの活用により従業員同士のコミュニケーションを活性化

2. 広告(認知〜リード獲得)

- セカンドプライスオークション
- 静止画・動画・カルーセル・会話型広告など豊富な広告フォーマット
- 広告目的に基づいた自動最適化
- プラットフォームだけでなく、提携ネットワークへの配信拡張
- ブランドリフト計測も可能に(条件あり)
- リード獲得効率を上げるリード獲得フォーム
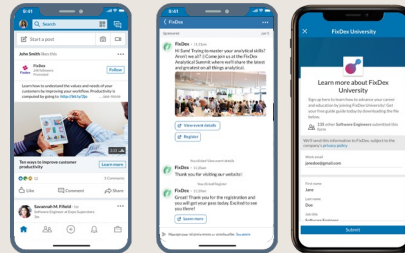
3. インサイト＆外部ツール連携

- オーディエンスのインサイトツール
- Websiteデモグラフィクス
- ターゲット企業エンゲージレポート
- 獲得リードや御社保有リストなどのMAやCRMなどの各種ツールと連携

If you have questions, please get in touch with us.
https://www.sasalinc.com/contact

Thank you for reading this document.