

Unveil “The Juice” in Interviews

March 19, 2024

Room 870, Kravis Hall, Columbia Business School



Featuring:

Catherine Kobayashi, Anchor/Reporter NHK World-Japan

Introductory Remarks:

Ryoko Ogino, Managing Director; Co-Founder, Japanese Management Leadership Program, CJEB

Hosted by:

Center on Japanese Economy and Business and Japan Business Association, Columbia Business School

Note:

This in-person event was only for Columbia Business School community members and was part of CJEB’s Japanese Management Leadership Program.

Ms. Kobayashi discussed the crucial essence that transforms an interview into an engaging experience, focusing on “The Juice,” the ingredient that sets interviews apart. She explained how to move beyond the standard narratives found in books and online content to gain exclusive insights that only surface through skilled conversation. She shared her views on how to get to the heart of every story, ask the right questions at the right time while ensuring your subject feels comfortable and at ease, become an exceptional listener, and skillfully expand on information to craft a comprehensive and captivating story for your audience.