

OMOTENASHI IN ACTION

“Your Happiness is My Happiness”

Omotenashi becomes real when it moves beyond philosophy and shows up in the way we lead, listen, coach, and serve.

Before you leave this meeting, pause and reflect:

Use the three questions on the reverse side to continue the conversation back at your dealership — and turn reflection into action.

When in doubt, just be human.

A practical reminder for how Mazda experience should feel for customers, employees, and every moment in between.

THREE QUESTIONS TO BRING BACK TO YOUR DEALERSHIP

1

Where in the customer journey can we better reflect Omotenashi?

(Anticipate more thoughtfully, understand deeply, and connect genuinely.) Where might process still feel stronger than connection?

2

Where do our employees need more empowerment to be human?

What moments require more trust, ownership, flexibility, or care so employees can do the right thing in the moment?

3

What is one change we can make now that better reflects

“Your Happiness is My Happiness”? Choose one action, one habit, or one expectation that can make the experience feel more intentional, personal, and human.

Our next step

Use this space to capture one immediate action to take back to the dealership.

Owner _____

Timeline _____