

Trusted Leader Review

A focused way to pressure-test the Omotenashi project with 5-10 Mazda and dealership leaders before sharing it more broadly.

Choose the room

Invite 5-10 people who will tell you the truth:

2 dealership operators • 2 frontline leaders • 1 field leader • 1 culture or brand voice • 1 practical skeptic • optional next-generation leaders

The 20-minute conversation

1.

What feels most true and recognizably human?
2.

What feels unclear, abstract, or too polished?
3.

Which tool could you use with your team on Monday?
4.

What important dealership reality is missing?
5.

Would you share this with your team? Why or why not?
6.

What phrase or idea did you remember after the conversation?

A quick signal

Clarity	1	2	3	4	5
Usefulness	1	2	3	4	5
Authenticity	1	2	3	4	5

A simple 30-day rhythm

Keep the first circle small, make the feedback visible, and let real dealership use shape what comes next.

Week 1

Private review with
5-10 trusted leaders.

Week 2

Refine the message
and tools around
repeated feedback.

Week 3

Pilot one huddle and
one Gemba walk in
two stores.

Week 4

Capture the stories,
decide what is ready,
and share the next
version.

Listen for patterns. Preserve the humanity. Change only what makes the work clearer, truer, or more useful.

Three changes we will make

Two moments we will protect

One next conversation
