

Becoming the Best Interviewer In the World



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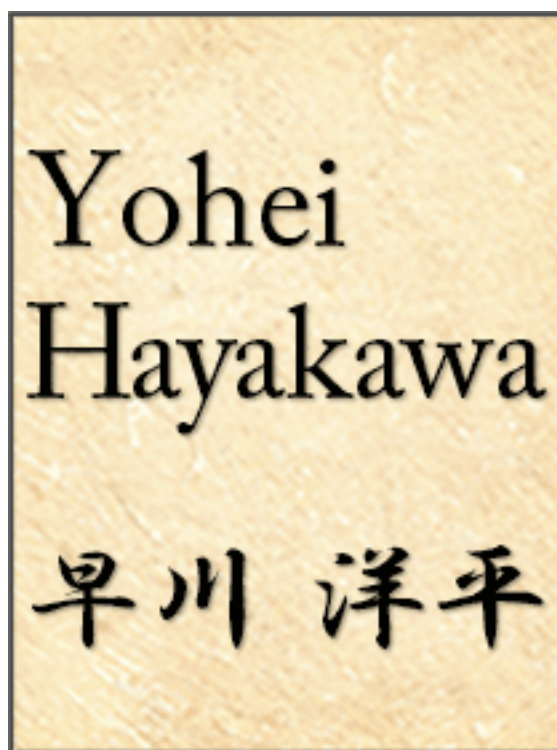
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The BBB website

<http://thebbb.net/>



Yohei Hayakawa Author Page

<http://thebbb.net/cast/yohei-hayakawa.html>

Part One: The Current Yohei Hayakawa

Yohei Hayakawa became a media journalist after having worked as a newspaper reporter. In 2008 he debuted in the Internet radio program called 'Podcast', and later he interviewed Banana Yoshimoto, Tokiko Kato, Shuntaro Torigoe, Kenichiro Mogi, Ira Ishida, Tsuyoshi Takashiro, and many more. Altogether he conducted over 140 interviews. This 'podcast' has been downloaded over 15 million times every year.

In recent years, he conducted interviews in the commercials with the worldwide known brands such as UNIQLO and Nescafe.

As the CEO of his own company KIQTAS Co., Ltd., he produces media materials for individual clients, companies and organizations. The core business 'podcast' is widely utilized by public organizations, educational institutions, companies, mass media and writers.

Some of the most successful projects are Ken Honda's life consultation 'Dear Ken', a very popular program with a total of 10 million downloads, Yokohama Museum's 'Radio museum', Tama University Channel, Shuntaro Torigoe's craftsman channel, C. Itoh & Co., Ltd. 'The trading company man'.

From 2013, he has been working on the worldwide project 'Memories of War' to record voices of the WW II survivors.

Now, for the first time, Hayakawa is not the interviewer, but the interviewee, as he shared his experiences with us.



B (Editor of *The BBB*): We at *The BBB* [*Breakthrough Bandwagon Books*] have established *The BBB Interview Selection*, a series of interviews with Japanese engaged in unique activities. Fittingly, our first interviewee is you, Mr. Yohei Hayakawa, because you are a medial journalist known as the only professional interviewer in Japan. We think this might make for an interesting interview.

Hayakawa: I'm honored to hear that. Thank you.

B: As you are aware, *The BBB* is a project in which we translate the works of Japanese novelists and business book authors into English and introduce them to the rest of the world. Since your thought process aligns with this global strategy, we would like you to join us. As you are a professional speaker, we believe that your contribution through speaking, rather than writing, would be more beneficial to our cause. We hope that many readers worldwide are interested in what you say, because interviews are conducted in every country, and some people even conduct interviews for their business.

Hayakawa: All right. I understand.

B: The first thing we would like to discuss is the “current you.” Although many people in Japan already know Yohei Hayakawa, most people around the world have yet to know you. So, could you please introduce yourself to our non-Japanese readers? Tell them, for example, what you usually do.

Hayakawa: Okay. I renewed the free podcast program in which I interview authors, *The Book Changing Your Life*, and renamed it *Kikumaga* in April 2012. I invite a guest and offer a free webcast of the program each month. In other words, I have my own interview program, which is the axis of my activities.

B: Both the podcast and website of *The Book Changing Your Life*, which you have been managing since 2008, were renewed as *Kikumaga* in 2012, right?

Hayakawa: Right. I intend to continue my free program, *Kikumaga*. In addition, I recently began managing an event called *QR Café*. To summarize, I, a very ordinary person, started from scratch and met people I wanted to interview, gradually changing my own life with each interview. People frequently ask me, “How do you regularly meet such great people?” So, I think many people might want to know the answer to this question.

B: I agree. People around the world will be interested to hear this.

Hayakawa: In modern times, regardless of whether someone wants to be an interviewer, each person can be an author and, if one so desires, can have his or her own media. Considering this, each of us probably has to conduct some form of interview, even if one may not like it. If you want to do something, you probably need to conduct interviews, though it’s not necessary that you become a media journalist. Specifically, I define making an appointment as a part of the interview process.

B: That’s an interesting opinion.

Hayakawa: I think there are three phases in each interview: pre-interview, the interview itself, and post-interview. Each of these phases is equally important.

B: You mean, the pre- and post-interview phases are also important? Not only the interview itself?

Hayakawa: Yeah. I have enough matter to write books about the pre- and post-interview phases. Initially, I stuck to being an interviewer and did not focus on my own personality. But I began wondering whether I might be able to provide useful information to people on the basis of my experience since about April 2012. As a result, I started *QR Café*.

B: You both renewed the podcast program and came up with the idea of *QR Café* during April 2012. Was there a turning point at that time which made you do something different?

Hayakawa: The reason was very simple. I, along with my family, moved from Yokohama [a Japanese metropolis near Tokyo] to Hiroshima [a city in western Japan] in March 2012. One of the reasons for this was the aftermath of the 2011 Tohoku earthquake and tsunami. The move drastically affected me.

B: Ah, I understand.

Hayakawa: The concept of *QR Café* gradually evolved. My interview method will probably be useful to many people, but an ordinary interview class would attract only experts; this did not interest me. Consequently, I began hosting a reading club. But I didn’t want it to be an ordinary reading club. Wondering whether I could convene a reading club in which participants learn questioning skills, I conceived *QR Café*, *Question and Reading Café*. Of course, no one could understand it at first because it was a novel concept. Some people considered it a part of *Kikumaga*. Initially, in 2010 and 2011, I held *QR Café* once a year. At the time, I was too busy to allocate time to it. However, since moving from the metropolitan Yokohama to the more local Hiroshima, I started believing that I needed to place more value on real communication. Further, I thought that I needed to improve my English. When I focus on Yohei Hayakawa myself, English is certainly

important, but I felt the need to build a solid community around me first. Thus, I resumed *QR Café* in July 2012.

B: Specifically, what do you do at each *QR Café*?

Hayakawa: Each *QR Café* consists of two parts. During the first part, a book by the person I most want to interview is featured. For example, I recently featured a book by Mr. Tetsujiyo Ohtani, chief priest of Yakushi-ji temple in Nara prefecture. I not only featured his book at *QR Café* but also invited him to attend my podcast program. In accordance with my goal, I ask the *QR Café* participants, “What do you want to ask Mr. Ohtani?” During the second part, I ask the participants to present a book that they wish to recommend. I then divide the participants into groups, within which I assign one participant to be the interviewee and the others to be the interviewers. Each interviewer conducts his or her own interview, asking questions such as, “Why did you choose this book?,” “What part of this book inspired you most?,” or “What do you want to ask the author?” Through this process, both the interviewee and interviewers discover what is important to them. In fact, at the beginning of *QR Café*, I have participants interview the person beside them for three minutes. Then, each interviewer introduces their interviewee. Even those who regard interviewing as someone else’s job realize the importance of this skill, which, if they are able to learn, will enable them to meet people they want to meet and communicate effectively. Fortunately, an increasing number of people want to attend *QR Café*—more than expected. Yet, it is currently not a big business.

B: To wrap up, do *Kikumaga* and *QR Café* constitute the entirety of your current work?

Hayakawa: No, although I value them the most, these projects don’t generate enough revenue. As a source of income for their production and webcast revenue, I produce about 20 podcast programs.

B: Specifically, how do you produce podcast programs?

Hayakawa: I create podcast programs of corporate or personal radio programs from scratch. According to each client’s budget, I produce, plan, webcast, promote, interview, and narrate. Several people can create their own content; however, effective webcasting is not easy, and that is my company’s specialty.

B: I see. Producing podcast programs is the primary source of your business revenue.

Hayakawa: Yeah. As a media journalist, I run a podcast program with Mr. Akira Ishihara, a very famous Japanese business consultant. Although it is free, we also provide an upgraded, paid service. Many people believe that once a free program is provided, the paid version won’t sell. In fact, it sells amazingly and provides the greatest revenue for my company.

B: Do you identify yourself as a podcast producer as well as a media journalist?

Hayakawa: I won’t say that I don’t *want* to identify myself as a podcast producer, but I do not introduce myself as one. I always introduce myself as a media journalist or professional interviewer and CEO of *Kikutasu*, my company. However, people regard me as well as introduce me as the top podcast producer in Japan.

B: Being a media journalist is the most important thing to you, right?

Hayakawa: That’s right. I even believe that it would be no problem if, someday, I lost the podcast business. Being a media journalist is more important to me than the podcast business.

B: Earlier, you said, “I must be the only professional interviewer in Japan.” It must be difficult to make a living only by conducting interviews.

Hayakawa: Actually, I make a living through my podcast program with Mr. Ishihara. Podcast-related work is also associated with being a media journalist. We uncover something of value or hints that can alter one’s life from each person’s interview. This is *Kikutasu*’s policy. Ideally, I would say that “*Kikutasu* or Yohei

Hayakawa will process someone's interview and present it in a manner that can change your life." Whether it's a podcast program, manuscript, or seminar, all my activities entail listening to someone and processing that information.

B: I think I understand your policy. As your company's name [*Kikutasu*] indicates, *kiku* [*listening to*] and *tasu* [*process*] are important to you.

Hayakawa: Initially, I primarily made podcast programs regarding popular business books. However, now I make various podcast programs, for example, regarding public institutions or educational institutions. I now do business with people in a wide variety of fields.

Part Two: The Former Yohei Hayakawa (Leading to the Present)



B: We think we understand the current you quite well. Next, we would like to discover your past experiences and how you chose to become a media journalist. You were born in Yokohama in 1980; graduated from Nihon University; and obtained employment at *Chugoku Shimbun*, a newspaper company based in Hiroshima in April 2003. However, you became seriously ill just one month after joining the company and were hospitalized. After being discharged, you suffered from depression for a year and a half, consequently retired, returned to your parents' home in Yokohama, and focused on recovery. These must be painful memories for you, but could you tell us the details?

Hayakawa: No problem at all.

B: Why did you choose to work at *Chugoku Shimbun* and why was your experience in the company so tough?

Hayakawa: To begin with, I didn't want to be a journalist. I loved playing football before I entered university. I was serious about it; I wanted to become a professional and aimed to become a member of the national team for the 2002 Football World Cup [hosted by South Korea and Japan]. However, by the time I

graduated from high school, I recognized the limitations of my ability as a football player. I realized that I couldn't become a professional, so after entering university, I distanced myself from football and took up various part-time jobs. While job hunting, I was influenced by my father, who worked as an editor for *Gakken* [a famous publishing company in Japan]. With the 2002 Football World Cup approaching, it was said that writers specializing in football would be required. I loved football. Above all, it was my favorite thing, and I definitely wanted to become a football writer.

B: Oh, did you? It's surprising because we would never imagine that from the current you.

Hayakawa: Since I read few books and newspapers back then, it was too late to achieve my goal. Famous publishing companies were very competitive, and I couldn't get hired. Later, I discovered that people who wrote football articles were freelance writers, not company employees. Thus, I wasn't accepted by sports newspapers or magazine publishers.

B: How many companies did you apply to?

Hayakawa: Around 25 companies. Since I didn't want to be a journalist, I ignored major and local newspapers. I thought that if I could join a company, I would be able to first become a reporter for a sports club before becoming independent. Due to my excessive underestimation, I was rejected by all the companies. Then, *Chugoku Shimbun* held a briefing session in Tokyo, which I didn't have time for and skipped [laughter]. I was certain that I wouldn't be accepted. Nevertheless, I went to Hiroshima for the first screening and was fortunately accepted, even though all the other applicants were elite. It was a miracle.

B: Why do you think you were accepted by the company? Was there any point at which you thought you did well? What impression did you give them in the interview?

Hayakawa: They seemed to have a good impression of me. My black hair was dyed brown at the time. Can you believe it [laughter]? Actually, I later asked my supervisor, "Why did you hire me?" Many other people that the company hired had graduated from prestigious institutes such as Tokyo University or Kyoto University. In addition, I was the only person who was not a Hiroshima native. The supervisor seemed to like my saying, "I want to spend my whole life at this company." He said, "You might not be as smart as other people, but I felt strong potential from you."

B: I am a little surprised to hear that. In a local newspaper company, are there many people who have graduated from Tokyo University or Kyoto University? I thought they sought employment in a metropolis like Tokyo—any kind of employment.

Hayakawa: In short, they first apply for a job in a metropolis, and then, if that fails, they choose a local city. In that sense, I was unique [laughter]. I was assigned to the company's News section and faced a lot of trouble. It is said that reporters should regularly visit local police, and this was exactly what I had to do. Since we couldn't foresee incidents, we had to perpetually remain alert, 24 hours, 365 days. More specifically, we had a duty called "cautious call." Each reporter belongs to about 10 reporters' clubs in each local police station. My job was to call there every hour: "Hello, I'm Hayakawa, calling from *Chugoku Shimbun*. Is anything happening?" Although nobody taught me how to write an article, I was given a daily deadline. My supervisor said, "If you want to make it, you have to have your article ASAP!" Not only that but I also had to find news to write about every day. It was an unbelievable world for me. Moreover, I didn't know Hiroshima and had no acquaintances.

B: It must have been really tough for you. But your wife is a Hiroshima native, isn't she?

Hayakawa: Yeah. She, too, worked in *Chugoku Shimbun*. She was a temporary worker, though. I joined the company in April and a general election was held in May. To report the election, new recruits, including myself, and temporary workers, including my wife, were gathered. I didn't pair up with her at the time, but I was attracted to her. So, I spoke with her, and we became a couple that May.

B: Wow. You had good moves [laughter]!

Hayakawa: In fact, that same month, I lost my health and contracted acute hepatitis.

B: The stress due to the new environment wasn't alleviated by your relationship with your wife?

Hayakawa: I was really vulnerable to environmental change back then. While in university, I backpacked in the United States and Thailand. In spite of my physical strength developed by football, I fell ill each time I went abroad, and I even had to be hospitalized there. Strong medicine couldn't cure me. But when I returned to Japan, I felt fine within one day.

B: You plan to live in the United States in the future, don't you? Will you be okay?

Hayakawa: I was fine when I recently went to the United States.

B: When you were hospitalized one month after joining the company, how long were you in the hospital? What were the symptoms?

Hayakawa: I was in the hospital for about a week. Despite having acute hepatitis, the symptoms were mild. I recovered, but I felt stressed. The job was very strenuous, but meeting her was so much fun. This gap affected my mental health. As a result, I couldn't go to work at all. A company doctor said, "You must have fully recovered by now." But I always felt bad. I couldn't do my job. I was always crying in a park. Someone introduced me to a psychosomatic physician, who diagnosed me with mild depression, so I went to the hospital and took medicine. I remained away from work, and although I made frequent returns, I failed to sustain my career there.

B: A year and a half passed before you finally left the company and returned to your Yokohama. At the time, how was your relationship with your wife?

Hayakawa: It was a so-called long-distance relationship. Ever since we became a couple, I had been depressed, so my wife didn't have many happy memories; however, she always supported me. Forced away from her, I was seriously concerned about our future. I said to her, "I will find a new job within a year. Then, we will get married." In reality, I had no job, I hadn't recovered, and I had to rely on medicine to cure myself. Working in newspapers and mass media is so difficult that people who leave it tend to choose a peaceful job as their new career. So did I; I thought I would become a civil servant. Deeming myself good enough to pass the exam, I went to the relevant school and applied. I called my wife and said, "I have decided to become a civil servant." Usually, my wife does not object to my decisions. She always says, "I believe in you." But this time, she objected, saying, "You are sick and discouraged, so you think you have to be a civil servant so as not to fail anymore. But I think you are making a wrong decision. You will regret it for the rest of your life." She stopped me, "First, you must rest. If you recover, you will definitely change your mind," and then I actually did.

B: Your wife is so wonderful!

Hayakawa: While I rested for about six months, I realized that although newspaper reporting was extremely tough, interviews were somewhat interesting to me. I still wanted to be a football writer, and I applied to various small publishing companies. I sought a company at which I could write articles regarding football. One magazine even told me, "We will contact you soon." However, they didn't contact me. It's been eight years now [laughter]. I then found an editing production company that was affiliated with a national newspaper and was looking for a writer. The post actually required more than three years of experience, but I applied for it anyway. They said, "Our work is tough, but do you think you can do it?" I replied, "I will do my best!" So, I was accepted by the company. I called my wife, and as per my promise, we got married.

B: Then, you started working for the editing production company?

Hayakawa: I joined the company in October or November 2004. And in April 2005, when my wife reached an appropriate stopping point in her work, we got married.

B: You and your wife have shared joy and sorrow. She has been a “devoted wife,” wasn’t she?

Hayakawa: At first, she experienced only sorrow, no joy. The present must be the best time for her.

B: You two initially had a tough time and later succeeded. It’s a good story, isn’t it?

Hayakawa: Someone said to my wife, “Even if your husband succeeds, there will still be difficulties?” But my wife replied, “We had a really tough time at first, so the present is as easy as I can imagine.” Moreover, she told me, “I believed in you and your potential, and I was never concerned about it.” So, if I ever receive an award and become the best interviewer in the world, I would say, “My success is due to my wife.”

B: Wonderful story. We hope you realize your dream in the future. So, compared to *Chugoku Shimbun*, how was the editing production company?

Hayakawa: Well ... I felt that both were hell—different fields, though. The job at *Chugoku Shimbun* was strenuous but freeing. Since the company was extremely influential in the local area, I could meet anyone by mentioning its name. Even though I had a supervisor, in a way, I was a boss. But at the editing production company, there were few articles written by writers. A major newspaper, a parent company, assigned us work that would tie-up with advertising articles. We accepted offers and conducted interviews, but the sponsor strictly checked our articles. For example, once, the day before the deadline, they ordered, “The article was terrible. Rewrite it by tomorrow morning!” As a result, we spent all night rewriting it.

B: You doubted the company’s independence, didn’t you?

Hayakawa: When I joined *Chugoku Shimbun*, I was warned, “You are so lucky because you’re joining the prestigious *Chugoku Shimbun*. It is an authority in Hiroshima. But do not misunderstand who you are. Everyone will spoil you.” In the next phase, I was forced to work like a slave by a national newspaper. I think I was glad to have experienced that by the age of 23.

B: Is *Chugoku Shimbun* is that powerful in Hiroshima?

Hayakawa: Each newspaper based in each prefecture is equally strong. However, among them, *Chugoku Shimbun*, *Kaboku Shinpo* in Sendai, *Shinano Mainichi* in Nagano, and *Hokkaido Shimbun* are especially influential. *Chugoku Shimbun* is western Japan’s newspaper, rather than a prefecture’s newspaper, and its influence is overwhelming.

B: You then changed jobs again and began working for an event planning company in April 2007?

Hayakawa: There was a simple turning point. I had worked at the editing production company for nearly three years, and although the job was really tough, I had made breakthroughs. The company expected me to be more active. It hired many writers and designers, adding to the 40 editors. Salary was decent, and it was a good environment; however, workers were treated like machines or slaves. Designers and writers in their 40s worked hard until late at night every day. Their eyes looked like those of a dead man’s. Nobody seemed to want to quit their jobs. I thought, “I don’t want to live such a life,” even though the salary was decent. Unlike after the recent economic downturn, at the time, people didn’t consider newspapers and advertising as risky jobs. But if something happened that would make the major newspaper stop the support, the company would cease to exist. It was so risky. Another reason for changing professions was my love for Yokohama [a major city in Kanagawa prefecture], my home city. I originally wanted to work at *Kanagawa Shimbun*, because it was located in a local town. Further, I believed that if I could procure work as a reporter for the *Yokohama F Marinos* [a very popular football team in Japan], it wouldn’t get any better.

B: On the other hand, working in Hiroshima was good to you, wasn't it? Because you met your wonderful wife there.

Hayakawa: Overall, it was good. Anyway, at the time, I was seeking an opportunity and discovered an independent online newspaper, which was a pioneer in the field, although there are about 50 similar companies today. It was looking for a reporter, and I applied, although I knew that it was an NPO. Of course, it wasn't bad, but since I was married, I needed a stable salary. I gave up working there, but a director of the NPO invited me to her husband's event planning company. They informed me, "We don't focus on soccer, but you can do whatever you like as long as you plan events and earn money." As a result, I joined the company in April 2007.

B: By the way, may I ask when your daughter was born?

Hayakawa: November 2008. When I think back, my life has been like a comic, with its various ups and downs. We may find a similar story in some business book.

B: You joined the event planning company, and ...?

Hayakawa: That was hell, too [laughter]. However, it was in complete contrast to the editing production company. There, I was completely restricted. In the new environment of the event planning company, I thought I would be free. However, I didn't know how to use that freedom; therefore, I was unable to appropriately use the opportunity. I had to plan local events and do public work. I learned that I was not suited for such work and that I actually hated it. I even hated attending events. At the editing production company, I earned my salary just by doing my daily work; I couldn't grasp the true meaning of earning money. At the event planning company, I didn't understand anything. I simply served the president of the company as if I were a secretary, although he did tell me that "I expect you to become independent in the future." I couldn't earn any money, but I was good at performing odd jobs, and the president valued me. During that period, my daughter was born.

Part Three: The Former Yohei Hayakawa (Leading to the Future)



B: While you were stuck in that situation, how did you conceive the idea for *The Book Changing Your Life*?

Hayakawa: My wife became pregnant in about February 2008. At the same time, I didn't fulfill a quota assigned by the company, and my salary was steadily decreasing. When I considered quitting my job, I was aware that my wife was pregnant. One morning, at a café near my workplace, I was worried about my future. I remember the moment very well. My policy, like that of Steve Jobs, is that I don't want to regret anything when I die. At the time, I thought that I would definitely regret my life if I didn't do anything to remedy my situation. I thought that if I didn't have any constraints, what would I do? First, I loved reading books that could change my life. Second, I loved interviewing people. Third, I loved listening to the radio. Finally, I

realized that I could create a podcast program, which would involve interviewing authors and which I could start in the summer of 2008.

B: You must have wanted to change your life back then.

Hayakawa: I do my job because I want to conduct interviews myself and create my own media.

B: You established the website *The Book Changing Your Life* in August 2008, and the podcast program was downloaded more than 200,000 times a month and led the iTunes Store Podcast charts [for Japanese]. Were you surprised by your achievement?

Hayakawa: Of course, I was very surprised. Even though it wasn't as competitive as it is now, I placed first among the programs run by mass media. I was merely an individual and an amateur. Nobody knew me, and I even remained anonymous. Having my own media was so interesting and thrilling. At the time, nobody could understand my feelings. I am well aware of why I succeeded: I didn't try to earn money. I just did what I wanted to do. I believe that the program's strong point was that it was free. I began by interviewing about eight people a month, each of whom influenced several others—on average, about 5,000 people per author. Authors were willing to introduce my podcast program because it was free. In other words, about 40,000 people became aware of my program every month. I think it was a very good system.

B: You garnered influence by using your own media, didn't you?

Hayakawa: I was often asked, "Even though your idea was superb, you were not famous from the beginning, were you? Who first appeared on your program?" I attended a networking event hosted by a business book author. I asked him whether he was acquainted with anyone who knew about podcasting. I then met someone who already had his own podcast program, in which he introduced interesting books. I told him that I wanted to help him, and when he published his book, I asked him, "I'm considering starting my own podcast program, so could I introduce your book?" After that, each time an author commented on my blog, I invited him or her for an interview. By doing so, I gradually expanded my podcast program.

B: While working for the planning company, you began working on your own podcast program? Then, did you start *Kikutasu* as a venture within the planning company?

Hayakawa: Initially, I conducted my podcast secretly. Eventually, I confessed, and the company accepted my challenge, making my podcast program my official job in the company in April 2009.

B: Your podcast program is free, but did you try to make a profit?

Hayakawa: Yes, several times, but I wasn't able to. However, at one point, a sponsor miraculously emerged. I consulted with various people, who told me that I should become independent to gain more support. Therefore, I quit the company and became independent in October 2009. However, due to the economic recession, my sponsorship was discontinued. After that, I served as a ghostwriter for a few business books.

B: When did your business actually take off after you went independent?

Hayakawa: In February or March 2010, Mr. Akira Ishihara introduced me to the public, and Mr. Ken Honda [a very famous business consultant] gave me an opportunity to manage his podcast program. I felt incredibly lucky, but I was also walking a tightrope.

B: I see. Through your work, you have met many successful business people. Who among them has impressed you the most?

Hayakawa: First, I have to point to Mr. Ken Honda. I think he is great—not only because he has sold millions of copies of his books in Japan but also because he has an amazing sense of balance. On the surface, he appears to be an ordinary, middle-aged gentleman; however, I can never match his level. His greatest attribute is that he takes anything and everything into account. He considers all possibilities. The depth of

his thought is completely different from that of other successful people. I hate to say, “He is great,” regarding a person that everyone knows is great. But in this case, I have to say, “He is great.” Besides Mr. Honda, the person I most wanted to interview was Steve Jobs. I review his words every morning and every night. Come to think of it, my podcast job wouldn’t even have existed without Steve Jobs. In other words, I want to go to the United States not simply because it’s the United States but because Steve Jobs lived there.

Part Four: The Future Yohei Hayakawa



B: Now we think we understand your path thus far and the secrets behind your success. Finally, could you please tell us your vision for your future? If you have a goal for your life, please tell us what it is. In addition, is there an objective that you want to fulfill in the near future?

Hayakawa: The ultimate goal of my life is to become the best interviewer in the world. That is to say, I want to meet people whose stories can change other people's lives. At the same time, I want to make the interviewees happy to have been interviewed by me. More specifically, I want to seek the essence of our lives and the world through my interviews. In addition, I want to make the Japanese happier. The Japanese possess attributes related to both the West and the East; thus, they are a hybrid and have great potential. However, they have lost their confidence. Therefore, I will interview the last samurais present in modern times and make the Japanese spirit known to the world. Next year [2013], I will visit the United Kingdom and Spain and interview some of my program's listeners living there.

B: Do you have any specific plan for the future?

Hayakawa: It's simple. I will be doing what I want to and hope that it makes the world happier. Specifically, I would like to offer listeners both free and paid services. In addition, I would like to create a classic like Napoleon Hill's *Think and Grow Rich* that can make people around the world happier.

B: What do you want to say to all the readers that you haven't met yet?

Hayakawa: I believe that everyone's story can change other people's lives. I learned this from my own experiences. So, I hope that each listener who listens to my interview makes his or her life happier.

B: Mr. Hayakawa, thank you so much for your valuable talk today.

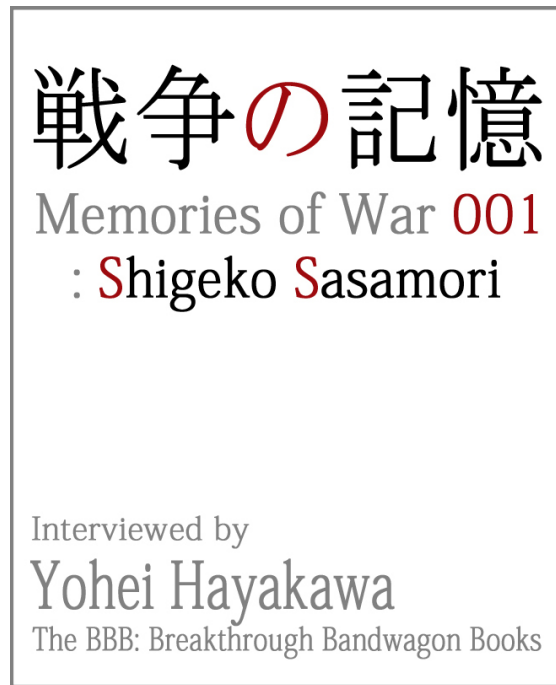
Hayakawa: You're welcome. Thank you, too.

(This interview was recorded in Tokyo on December 9th, 2012)



This interview was exclusively conducted as one of the made-in-Japan content belonging to The BBB: Breakthrough Bandwagon Books.

Yohei Hayakawa Works List at The BBB



Memories of War 001: Shigeko Sasamori

<http://thebbb.net/ebooks/memories-of-war-001.html>
