



The Essence

Think Deeply
Essence

The world does not understand what essence is.

What is essence?

The background features a world map on a parchment-like texture. On the left, a silhouette of a philosopher stands with one arm raised. On the right, a silhouette of a businessman in a suit stands with his hands in his pockets. Below the philosopher is a silhouette of a classical building with columns. Below the businessman is a silhouette of a modern skyscraper. A large blue arrow points from the classical building towards the skyscraper.

A Mystery from
the Era of Ancient Greek

Everyone feels
essence is extremely important.

However,
neither schools nor companies
teach what essential is.

Lecturer: Hironobu Yokota

Biography

- Outstanding "derukui (nail that sticks out)" during Sony's growth period, when Sony used to welcome detukuis.
- The pioneer of the early SCM innovation in the world and at Sony
- After Sony, worked at several leading global consulting firms: PwC (Senior Director), IBM (Associate Partner), and Cap Gemini E&Y (Vice President).
- Led a highly successful SCM project that became an NHK (Japanese public broadcasting station) special program.
- Representative of Derukui Company since 2004
- Launched The Essence-Based Innovation Training in 2014.
- Member of the Philosophy of Science Society, Japan since 2021

Writings

<Books>

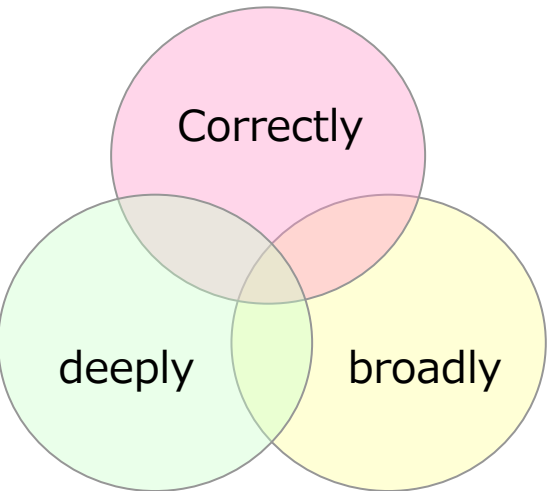
- "The Disease of Ordinariness That Ruined Sony" (2008) : No.1 overall on Amazon Kindle in Japan, bestseller with 100,000 copies sold
- "Derukui's Essential Thinking - A way of thinking that goes beyond GAFA -" (2019), No.1 on Amazon "Management Science" in Japan
- "How to create innovations" (2020), No.1 on Amazon "Management Science" in Japan

<Columns>

- Nikkei Monozukuri : "The Era of Nurturing Derukuis (February to June 2015)
- Nikkei Monozukuri : "Customer-oriented manufacturing pioneered by Derukuis" (February to June 2016 issues)
- Nikkei x TECH : "The Eyes of the Derukui Consultant" (May 2015 - May 2016)
- Diamond Online : "Why Does Your Company's Product Value Not Resonate with Customers at All?" (March 2017)
- Nikkei x TECH : "AIBO has arrived! Has Sony Conquered the Disease of Ordinariness?" (January 2018)
- Nikkei x TECH : "The Eyes of the Derukui Consultant II" (April 2018-September 2018)

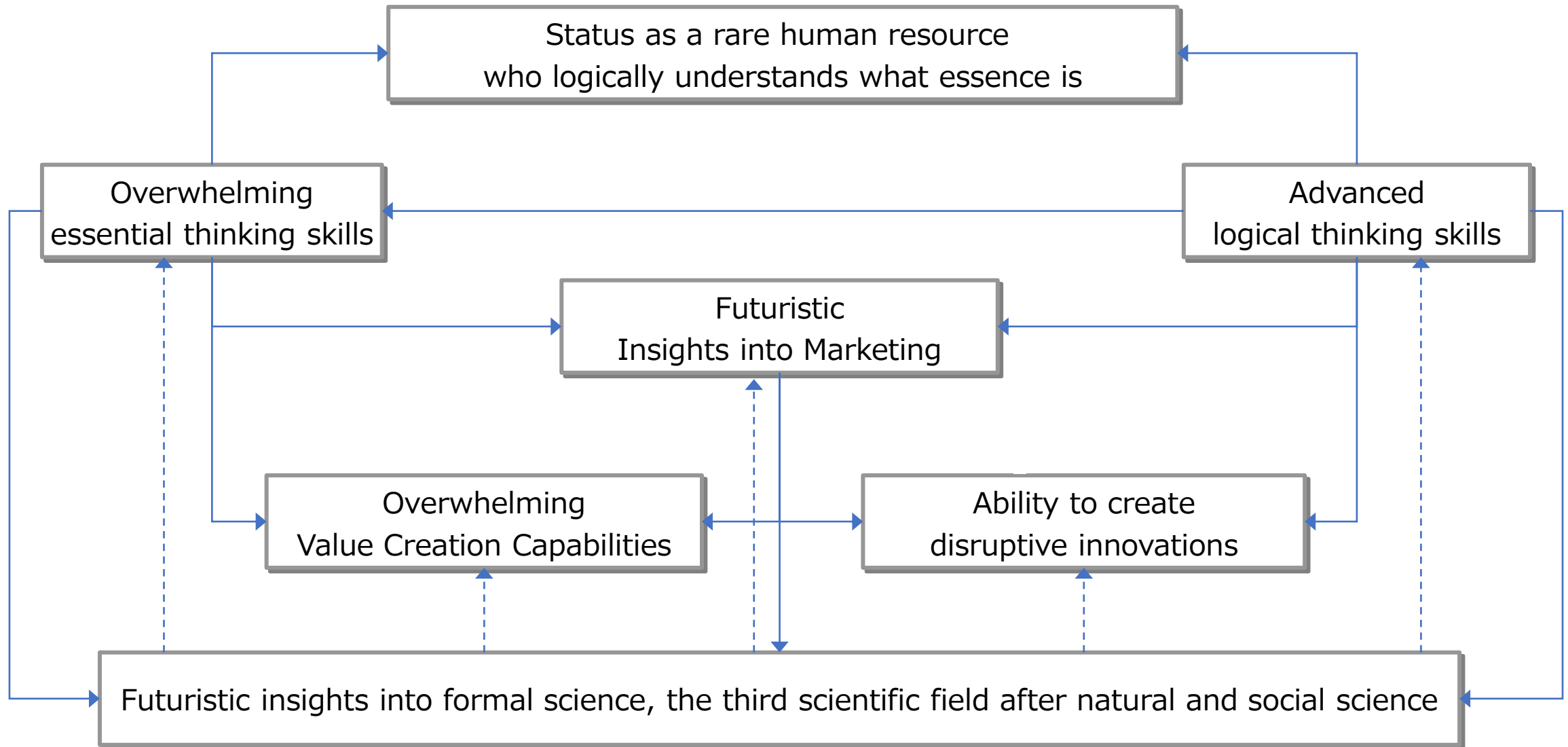


Lecture Structure



Think Deeply	Essence	<p>What is essence? The significance of knowing what essence is</p>
	Value and Product	<p>Where is value? What is Value? What is product value? What is a product?</p>
	Business and company	<p>What is business? What is a businessperson? What is a company?</p>
Think Broadly	Intelligence	<p>What is data? What is information? What is knowledge? What is thinking? Formal Science</p>
	Emotion	<p>What is emotion? What do people live for?</p>
	Goodness and Correctness	<p>What is goodness? What is correctness?</p>
Think Correctly	Logical Thinking	<p>What is logic? What is logical thinking?</p>
	Customers and Markets	<p>Who is a customer? What is the market?</p>
	Society and Economy	<p>What is society? What is Economy? Partial Optimization and Overall Optimization</p>
	Dream	<p>Ultimate product strategy Earning power of dreams</p>

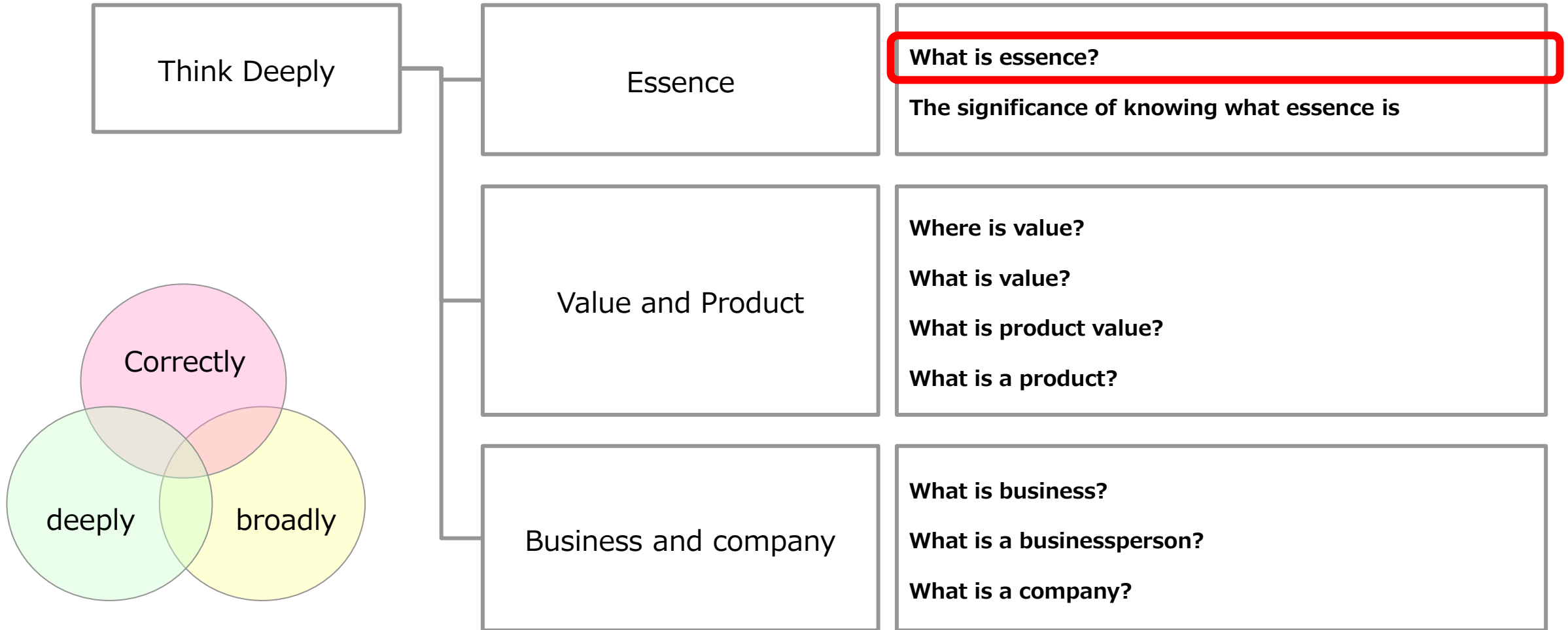
What you will gain through the lecture.



Think Deeply

Essence

What is essence?



What is essence?



A Mystery from
the Era of Ancient Greek

Everyone feels
essence is extremely important.

However,
Neither schools nor companies
teach what essential is.

[What is essence?]
Let's think what essence is!

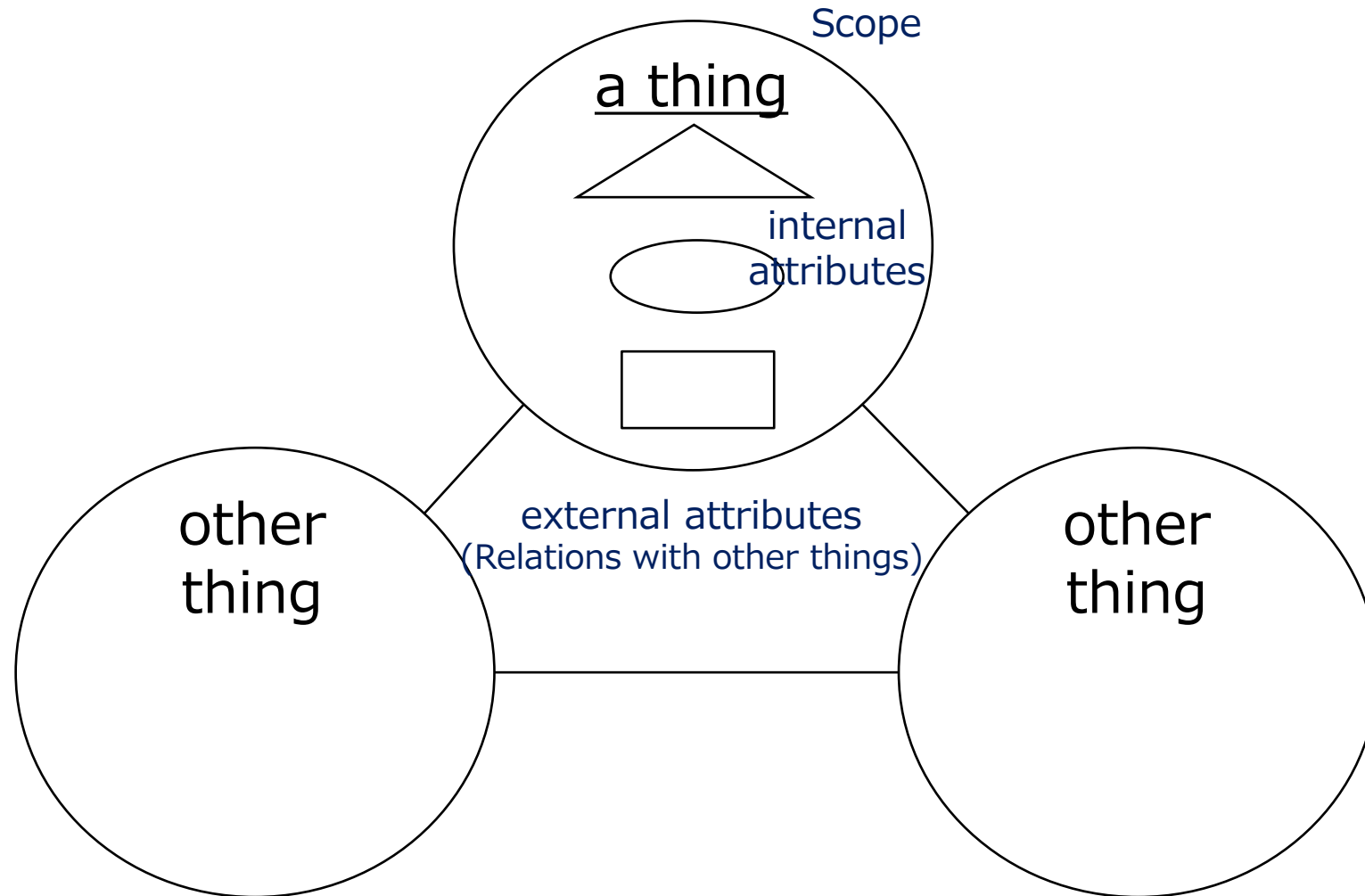
Let's put an end to
the mystery of
mankind that has
lasted for over 2,000
years!

Let's

Think !

[What is essence?]

Hint: People recognize a thing by its attributes.



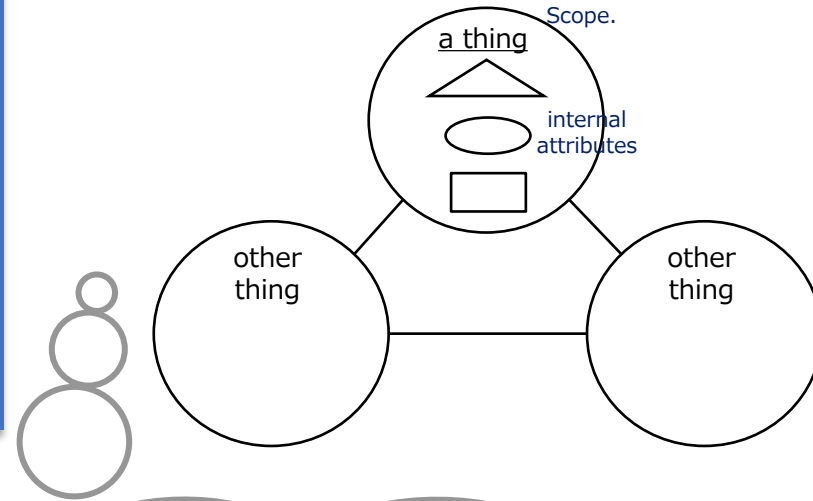
[What is essence?]

Hint: Essence in philosophy is considered to be “something universal that makes a thing what it is.”

[Essence in philosophy]

“something that makes a thing what it is”

“Universal”



**Let's find the universal attribute
that makes a thing what it is!**



[What is essence?]

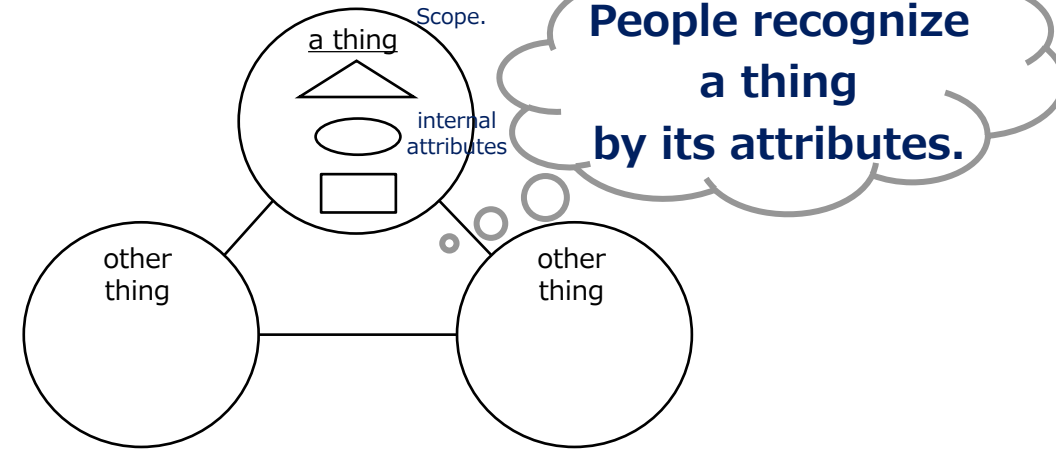
An answer: Essence is a universal characteristic of a thing.

Answer

[Essence in philosophy]

“something that makes a thing what it is”

“Universal”



A universal attribute that makes a thing what it is, is an attribute that is common to all of a thing and not common to all other things.

Essence is a universal characteristic of a thing.

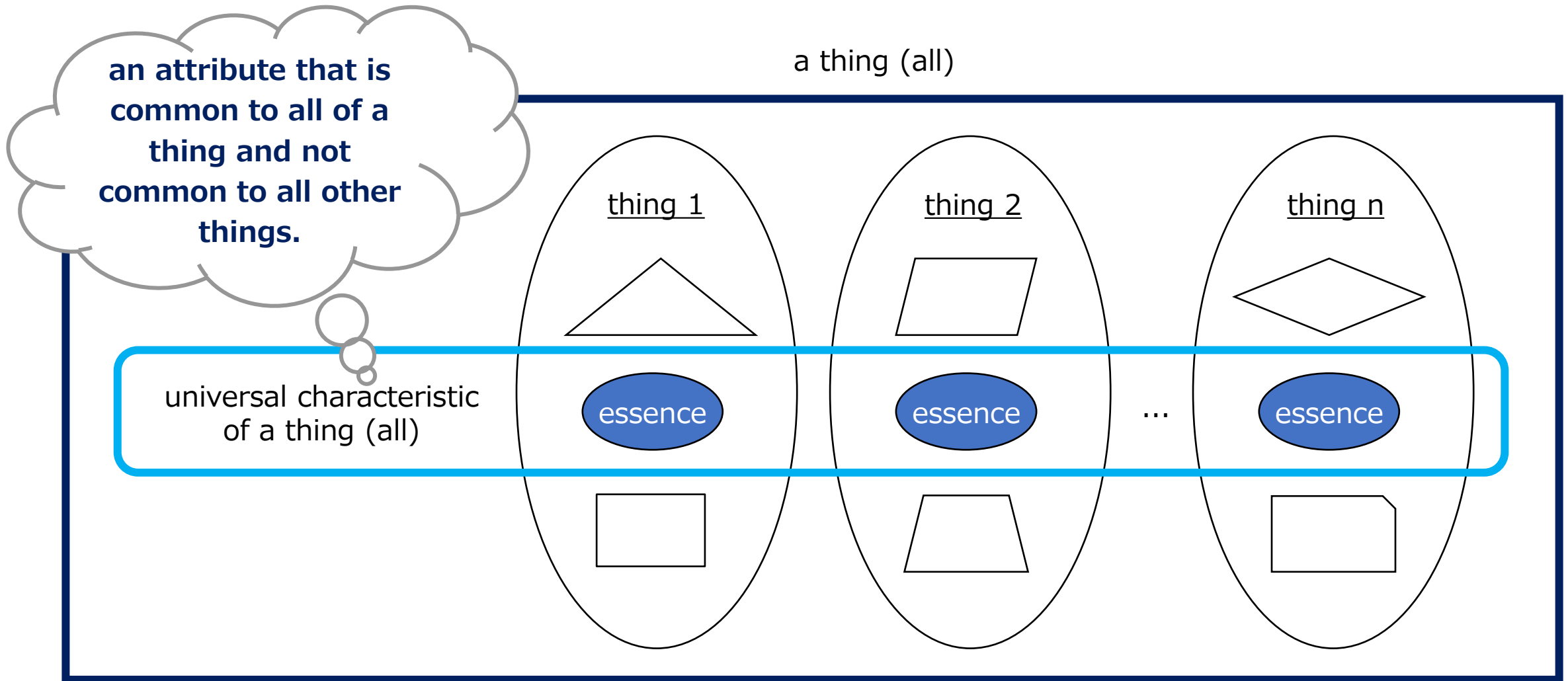


<Example>

The essence (universal characteristic) of water:
The chemical bond between two hydrogen atoms and one oxygen atom

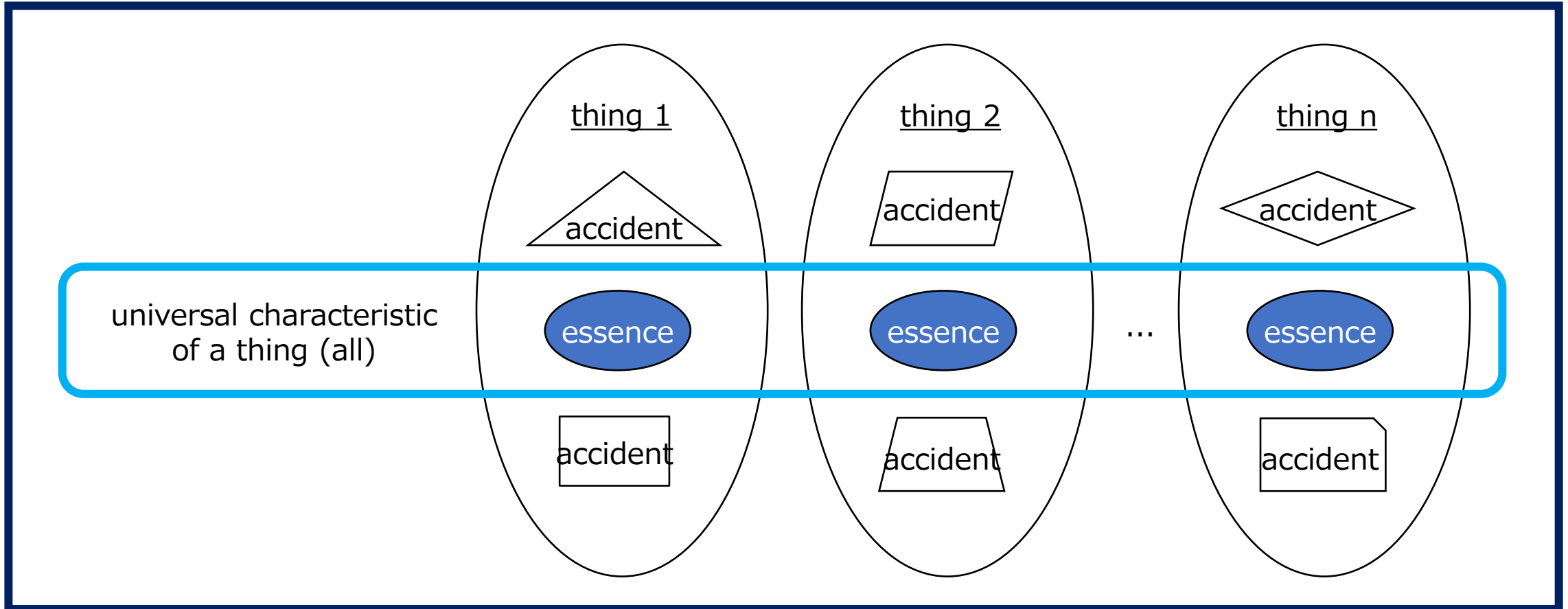
[What is essence?]

Suppl.: Essence is the essence of a universal thing, not of an individual thing.



[What is essence?]
Suppl.: Essence and Accident

a thing (all)



* Attributes of each individual thing imply both internal and external attributes.


There is only one essence to one thing.




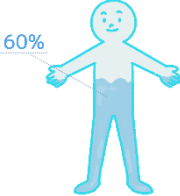
In fact

A thing may have multiple essence.

**Essence of water
(universal characteristic)**

 The chemical bond between two hydrogen atoms and one oxygen atom

 Boiling point is 100°C

 Being the largest component of the human body

etc.

Essence usually lies hidden within a thing.



In fact

Essence does not usually lie hidden within a thing.

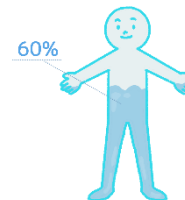
Essence of water (universal characteristic)



The chemical bond between two hydrogen atoms and one oxygen atom



Boiling point is 100°C



Being the largest component of the human body

etc.

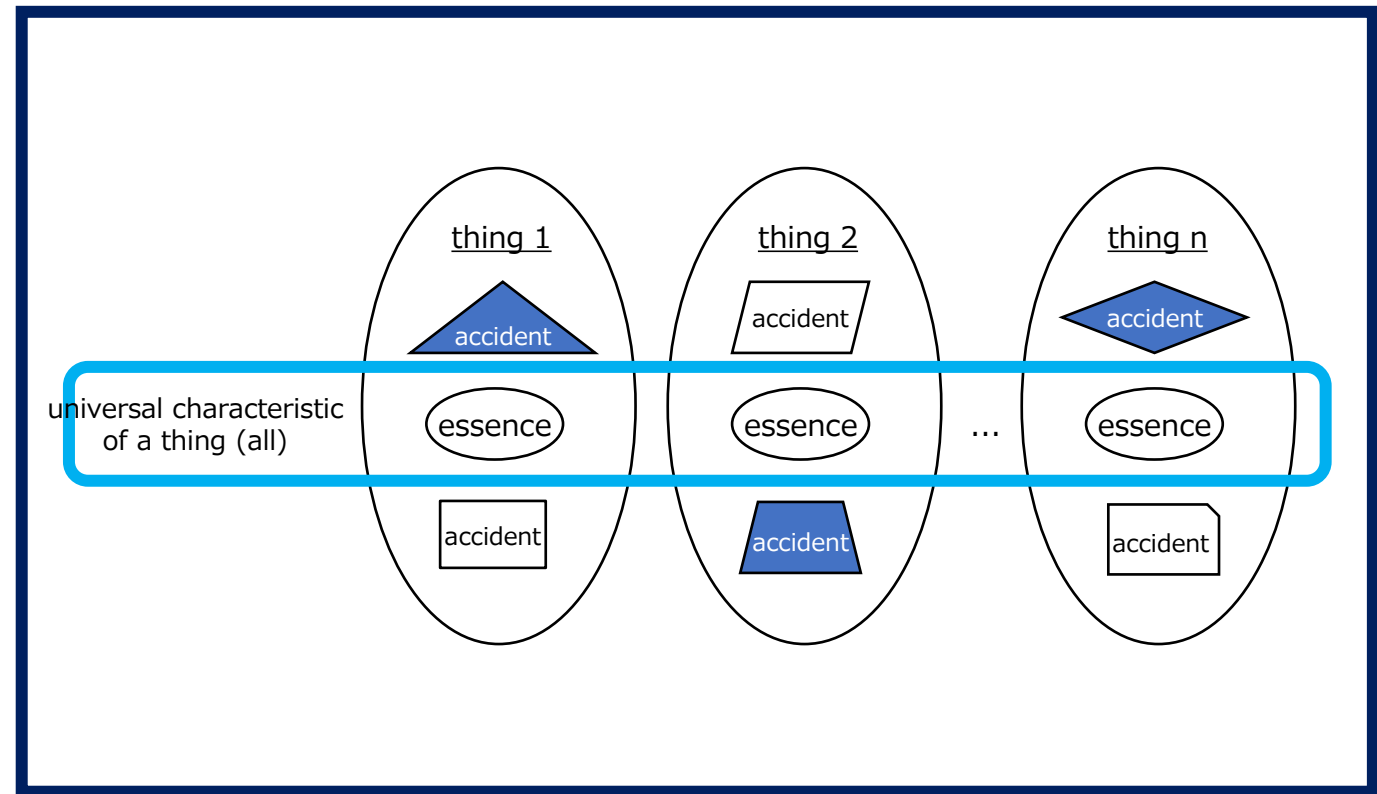
There is essence of an individual thing.

The essence of "this problem" is ...



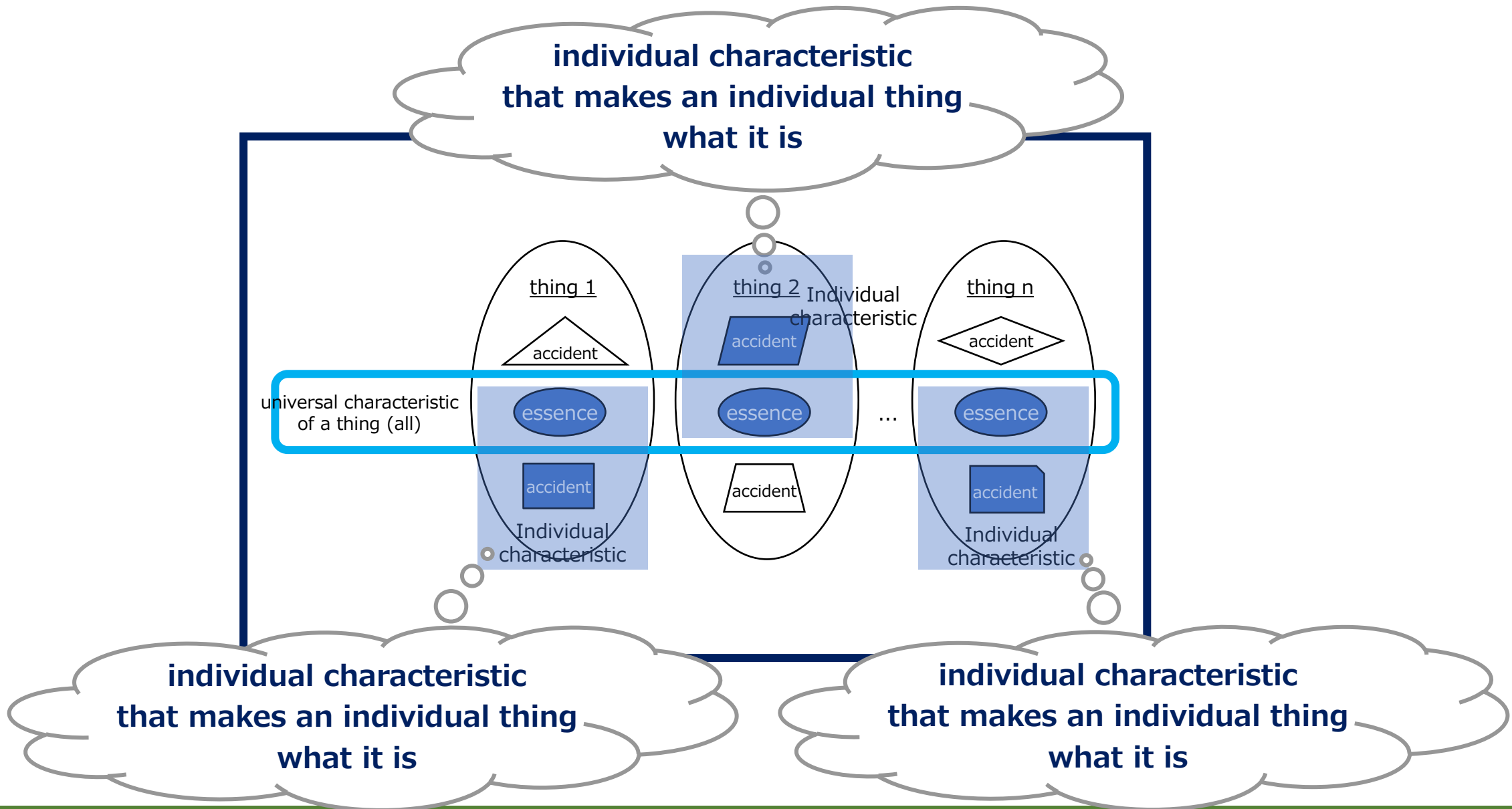
An attribute that is thought of as essence of an individual thing is usually only an accident that someone thinks the most important.

In fact

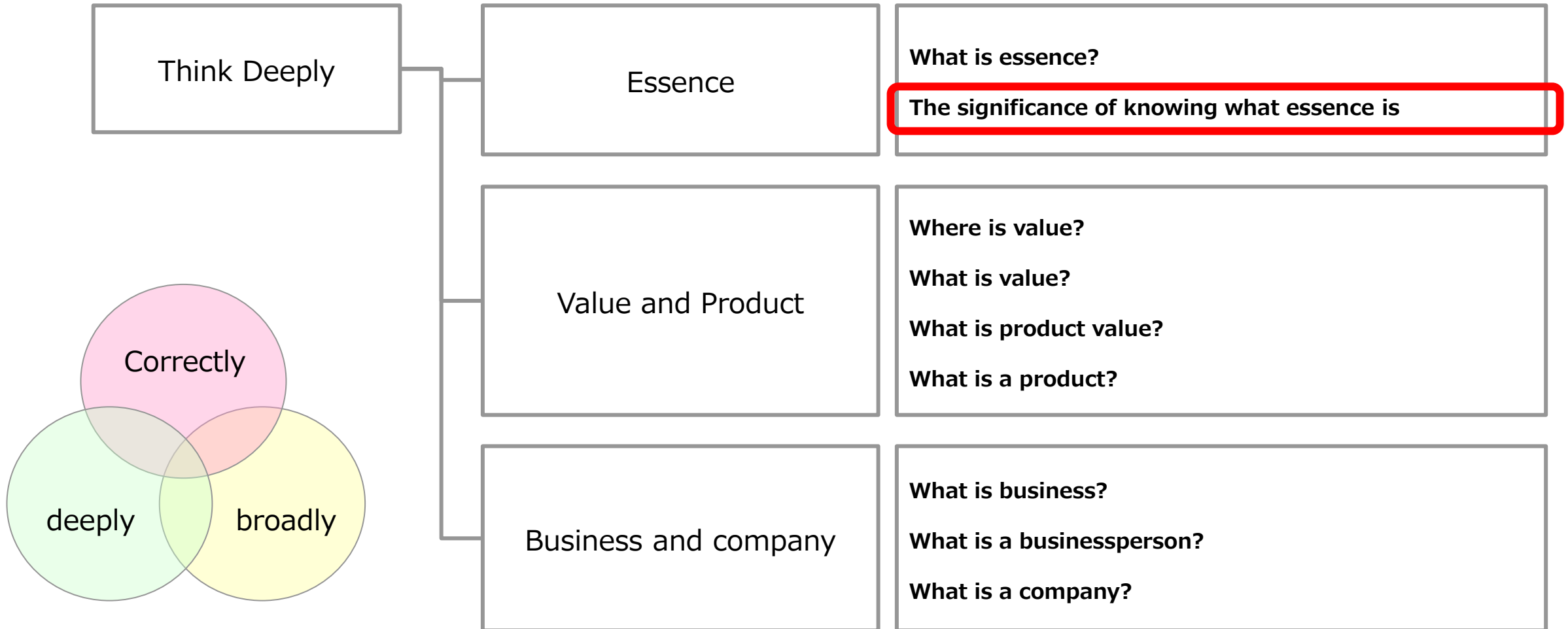


[What is essence?]

Suppl.: Something that makes an individual thing what it is



The significance of knowing what essence is



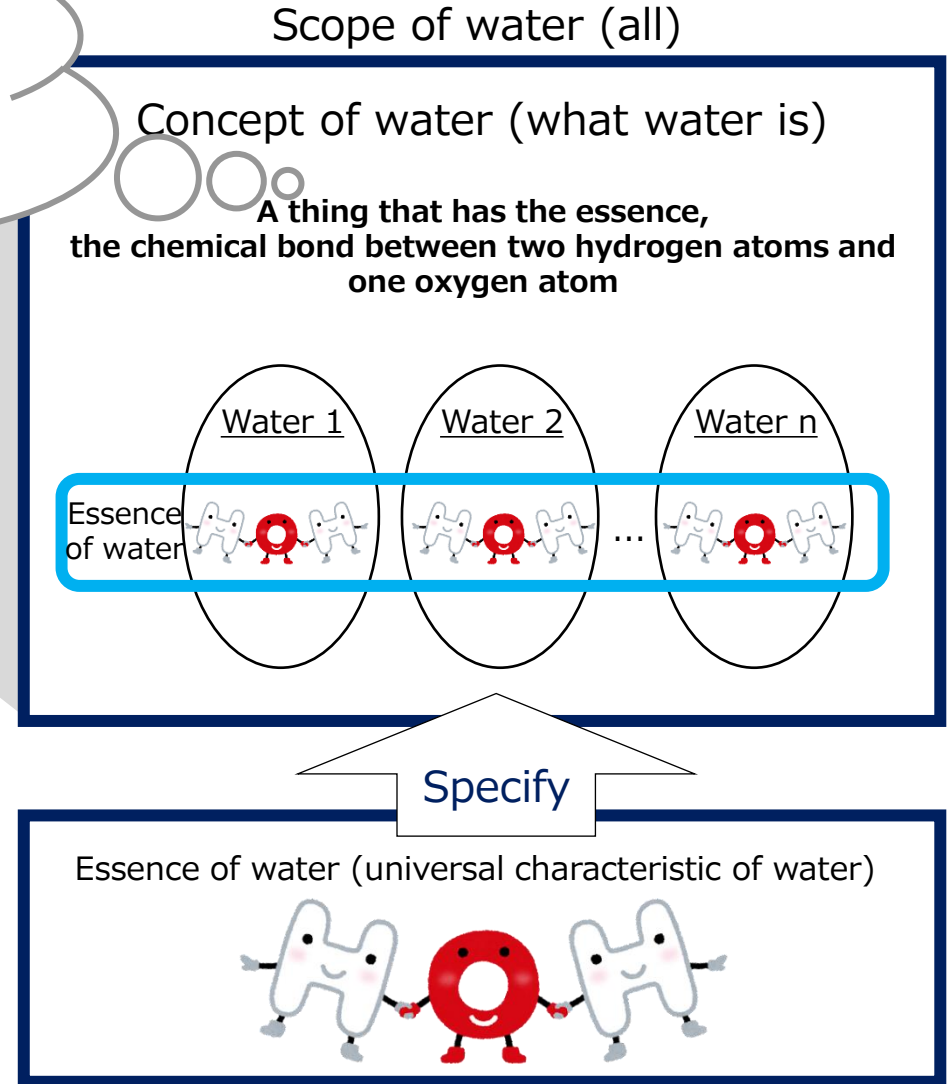
[The significance of knowing what essence is]
Essence specifies a concept of a thing.

Natural science has been defining a concept as
"something that has essence called X"
without realizing that essence is a universal characteristic.

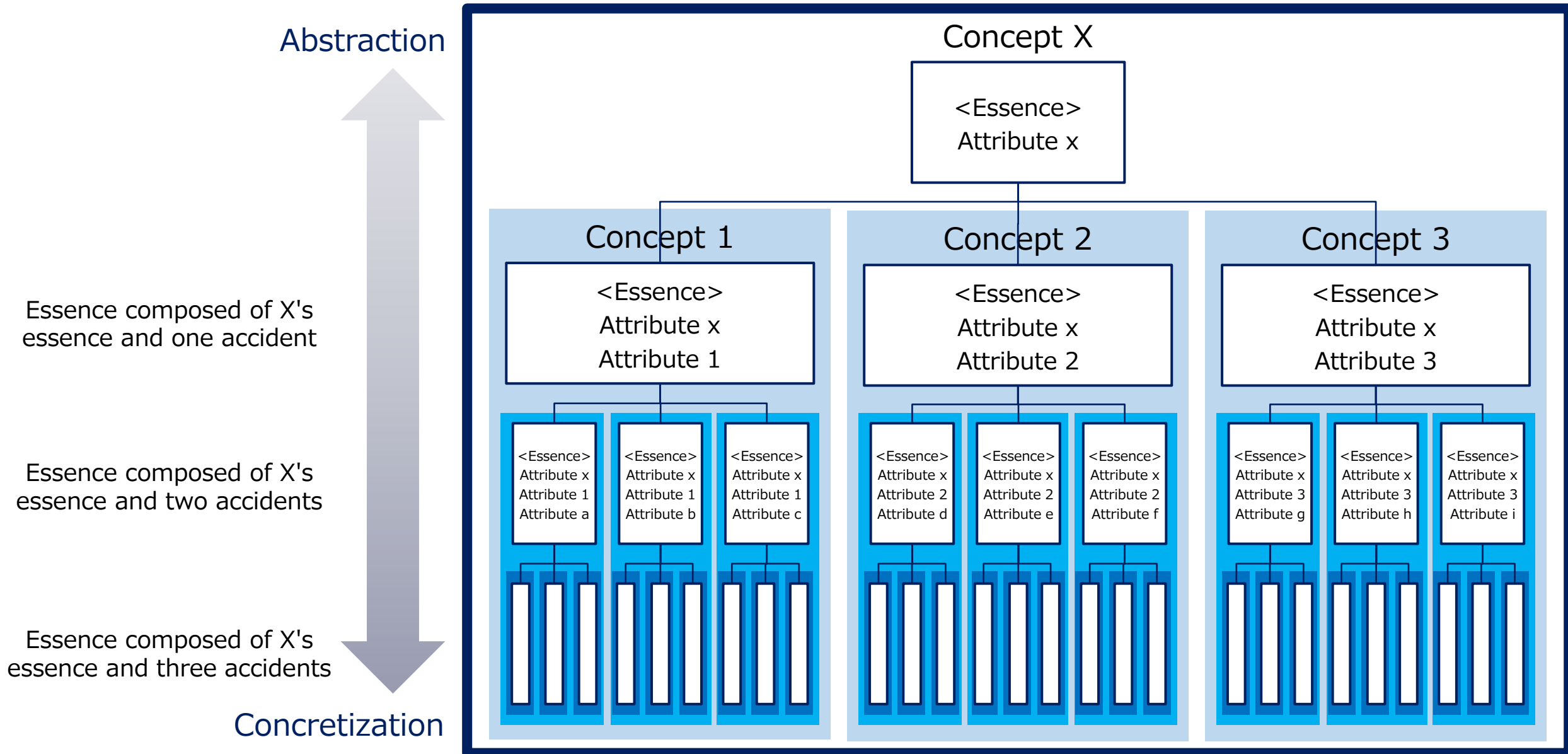
What a thing is defined as
"a thing that has essence X."
(universal definition)

Essence specifies what a thing is as
"a thing that has essence X."

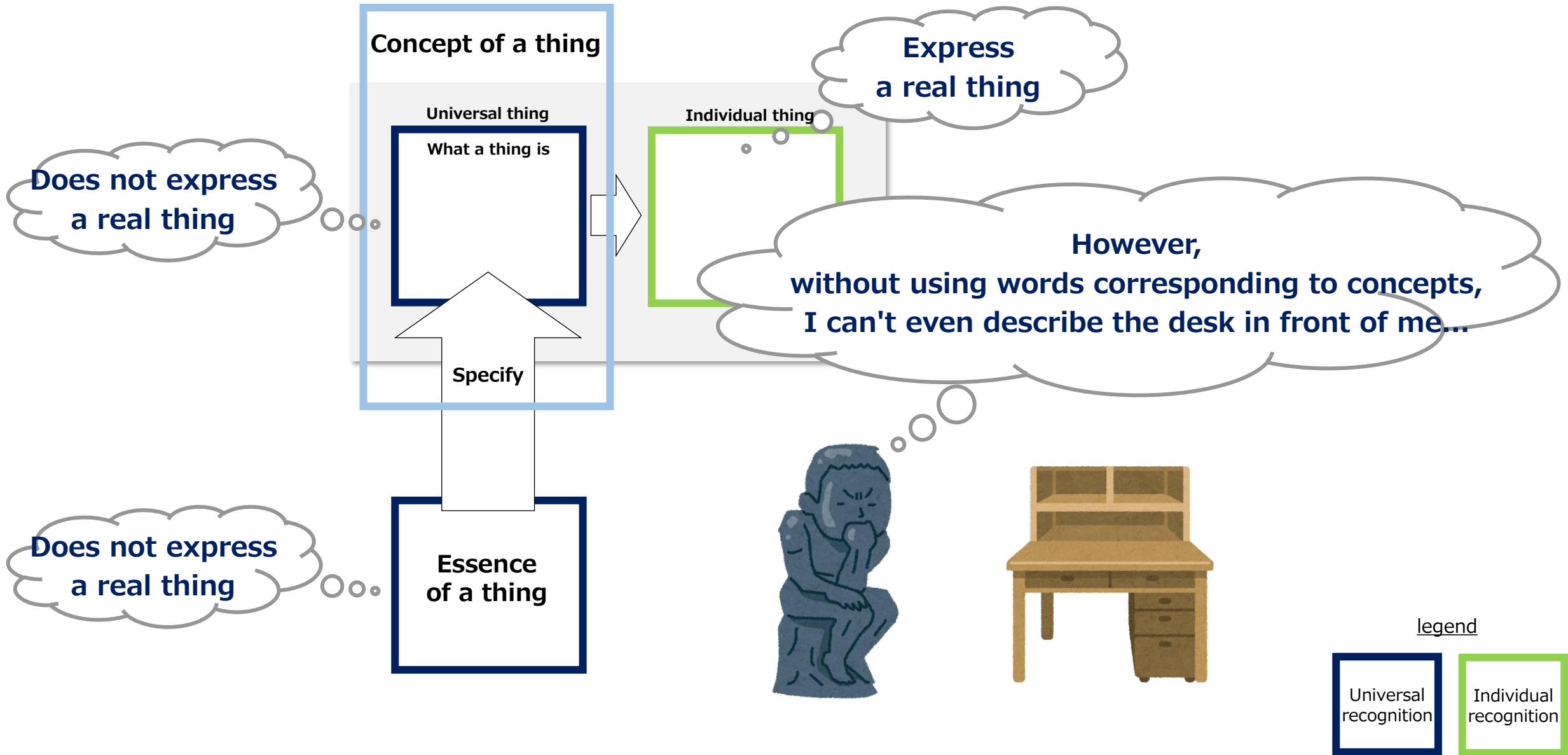
* Essence is something that makes a thing what it is"



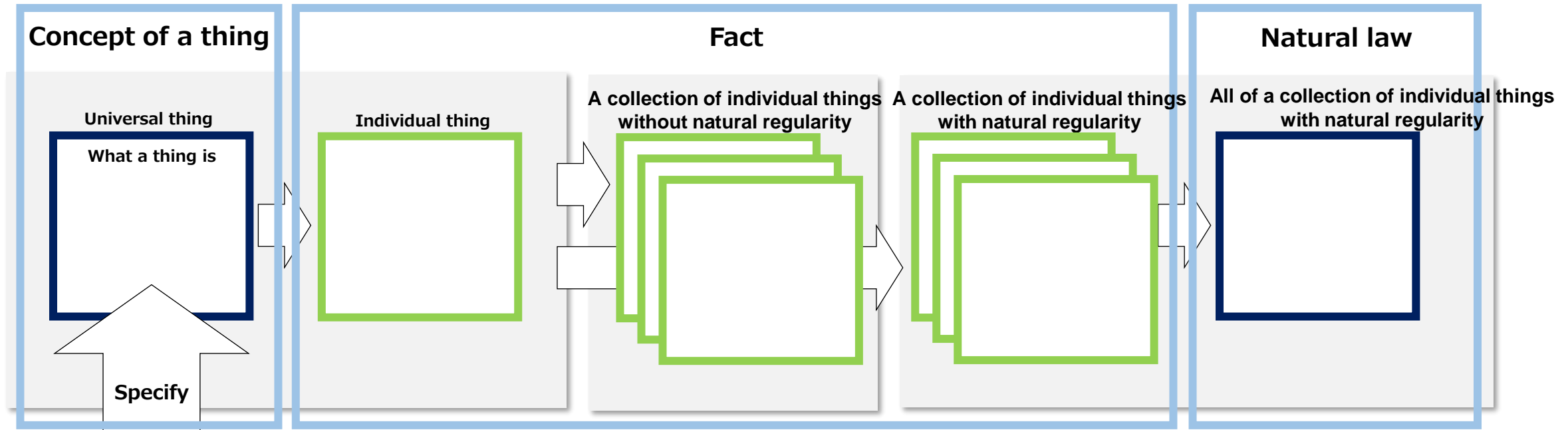
[The significance of knowing what essence is] Concept Hierarchy



[The significance of knowing what essence is]
A concept does not express a real thing.



[The significance of knowing what essence is]
Essence is the root of the correct view of reality.



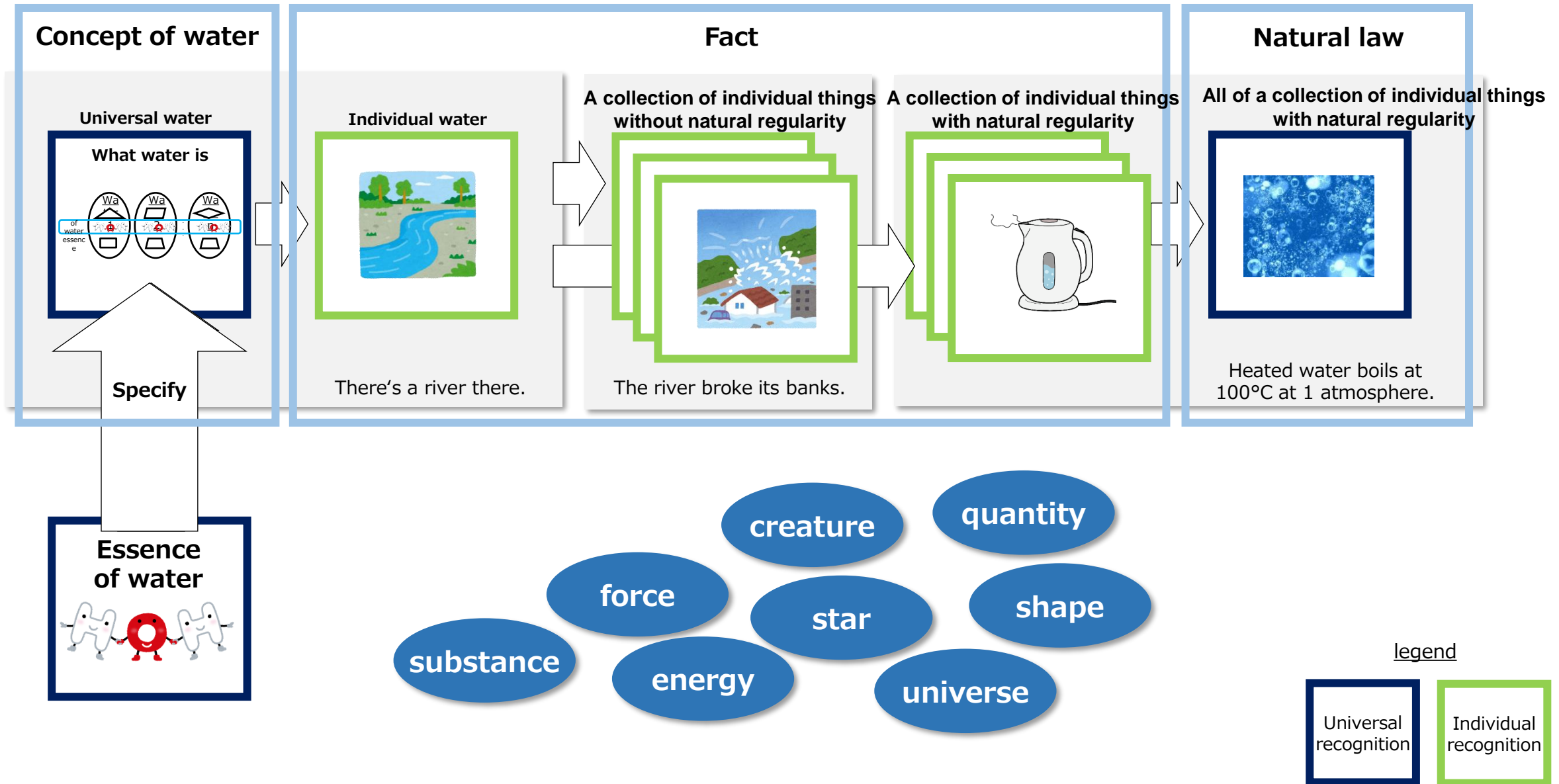
**Essence is the root of
the correct view of
reality.**

legend

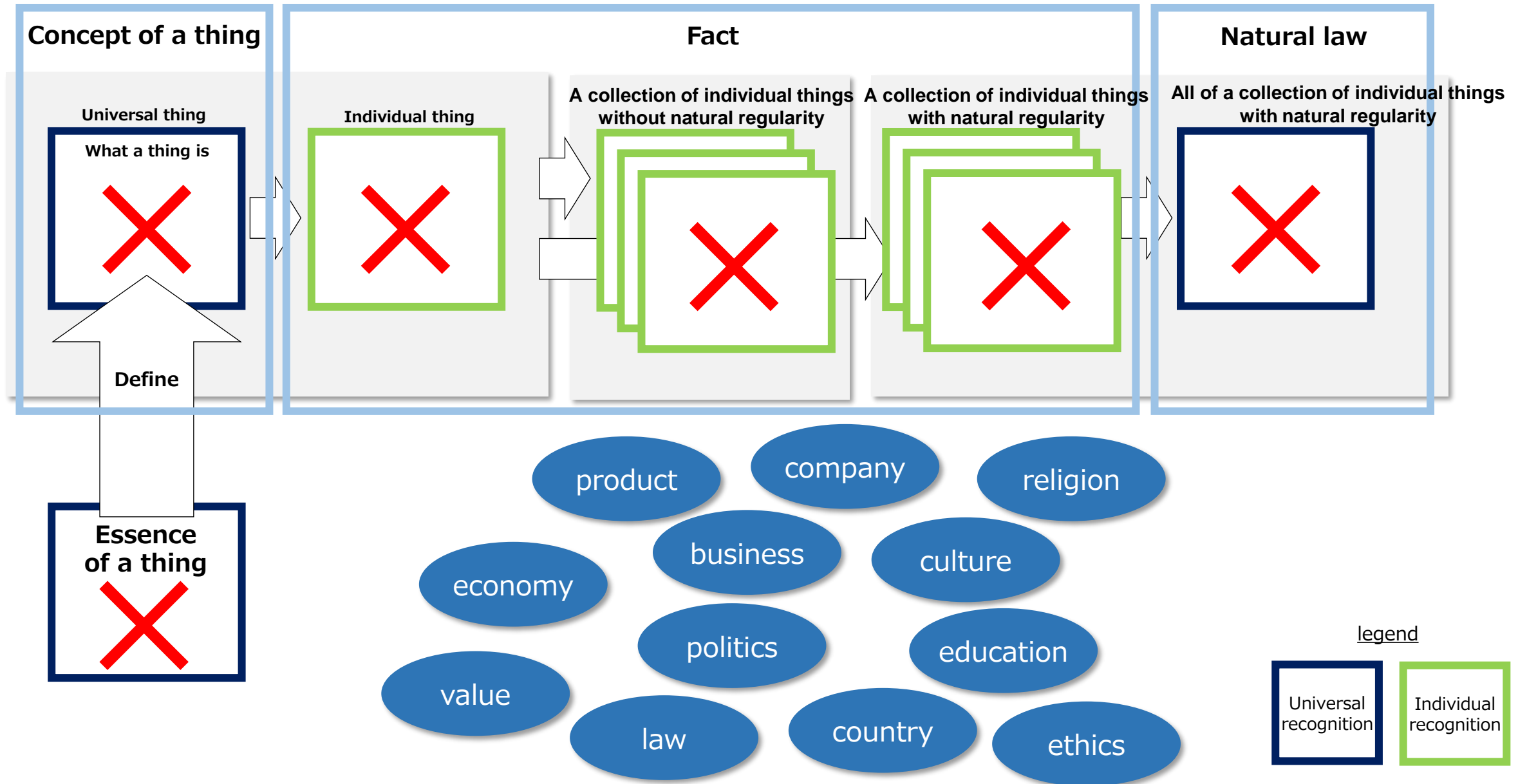


[The significance of knowing what essence is]

Individual recognition based on a concept specified by essence expresses a real thing.

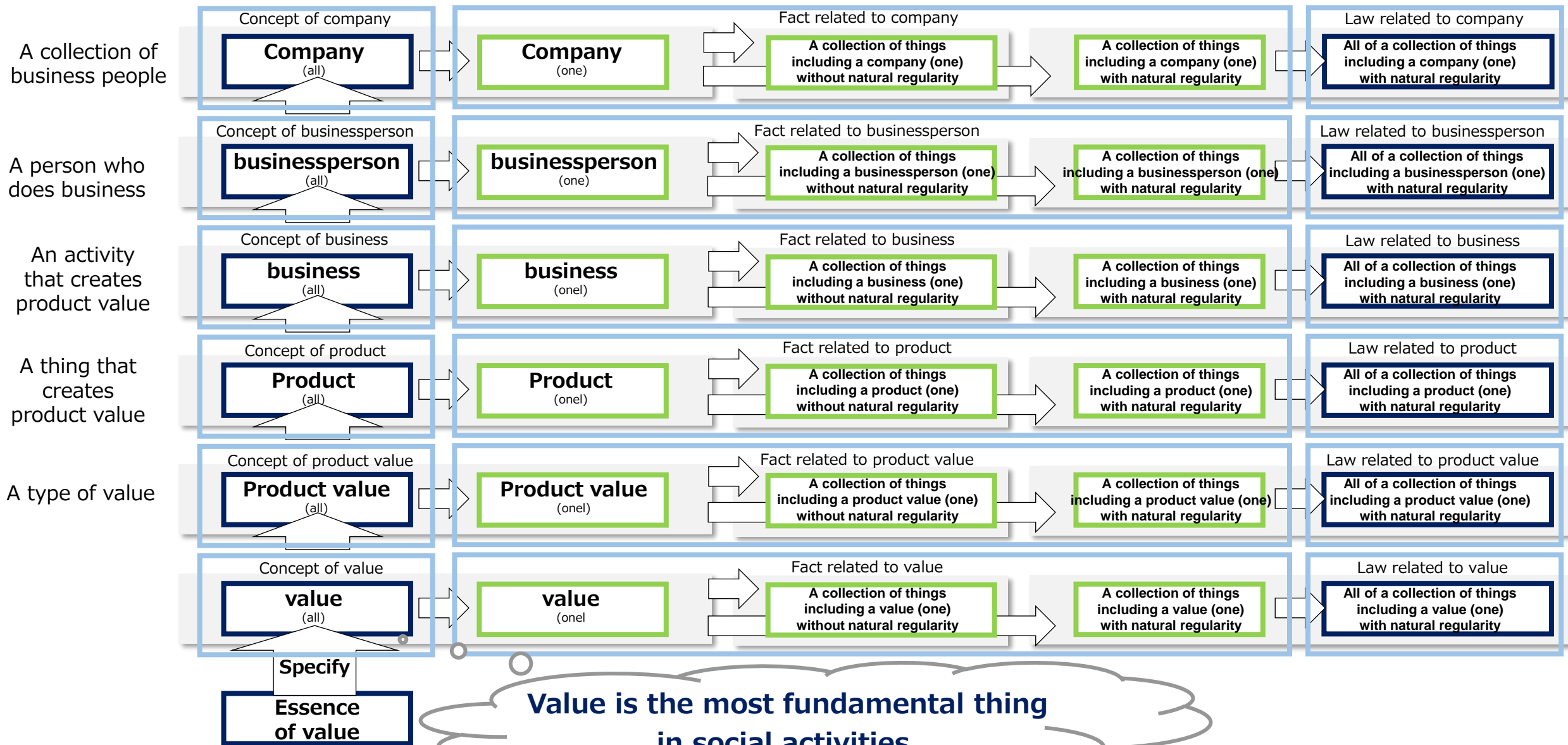


[The significance of knowing what essence is]
 Individual recognition based on a pseudo concept specified by pseudo essence expresses a pseudo thing.



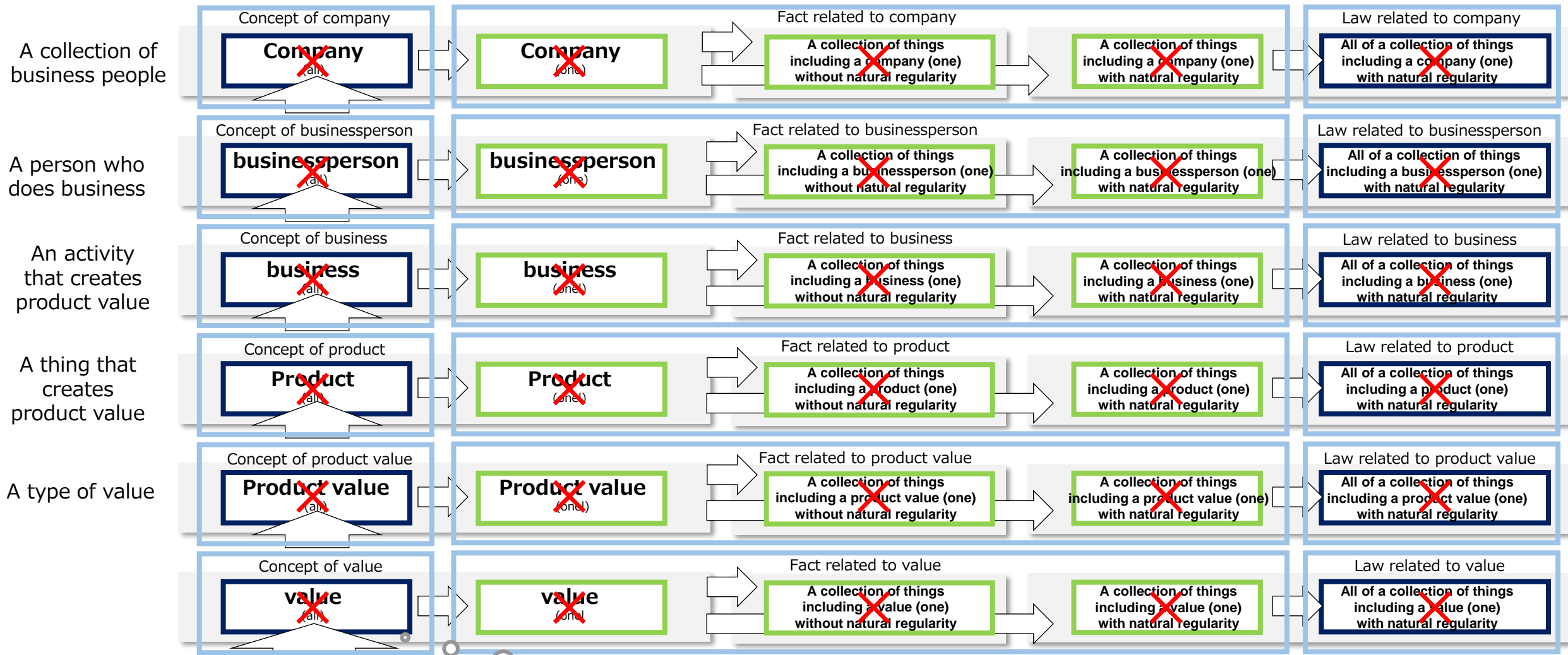
[The significance of knowing what essence is]

Individual recognition based on the concept of value specified by essence expresses a real social thing.



[The significance of knowing what essence is]

Individual recognition based on a pseudo concept of value specified by pseudo essence expresses a pseudo social thing.

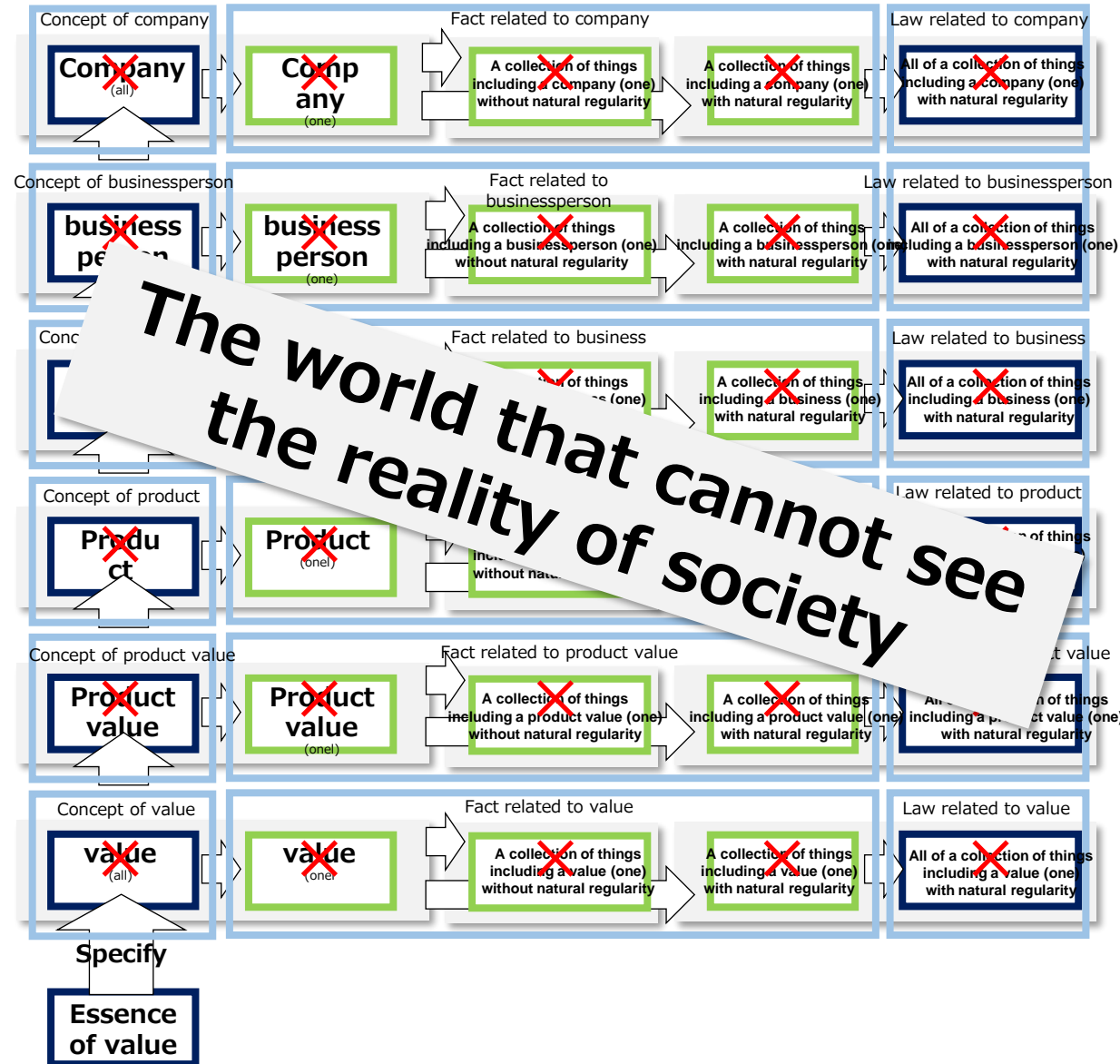


Specify
Essence
of value

The world does not know what the essence of value is.

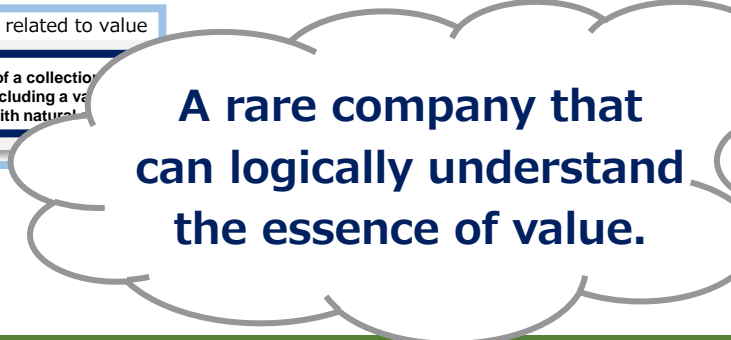
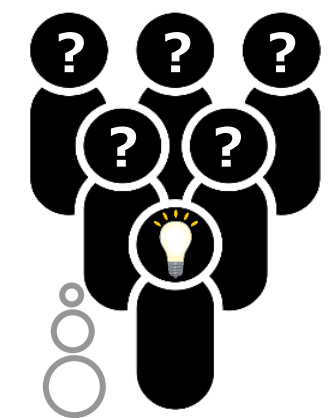
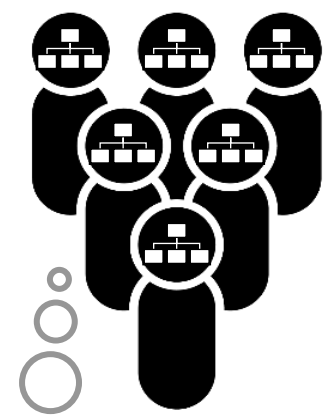
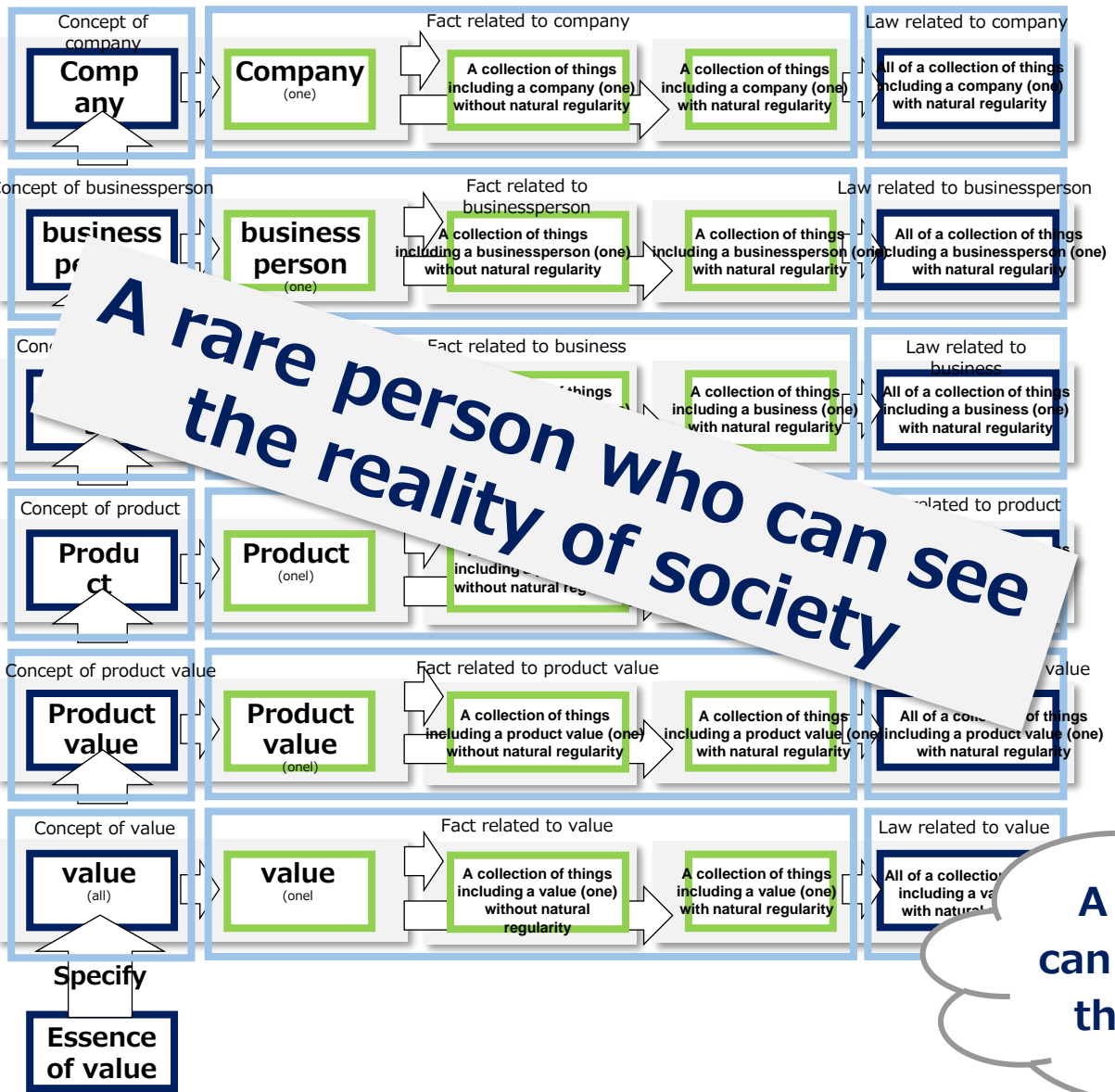
[The significance of knowing what essence is]

When you understand the essence of value, you become a rare person who can see the reality of society.

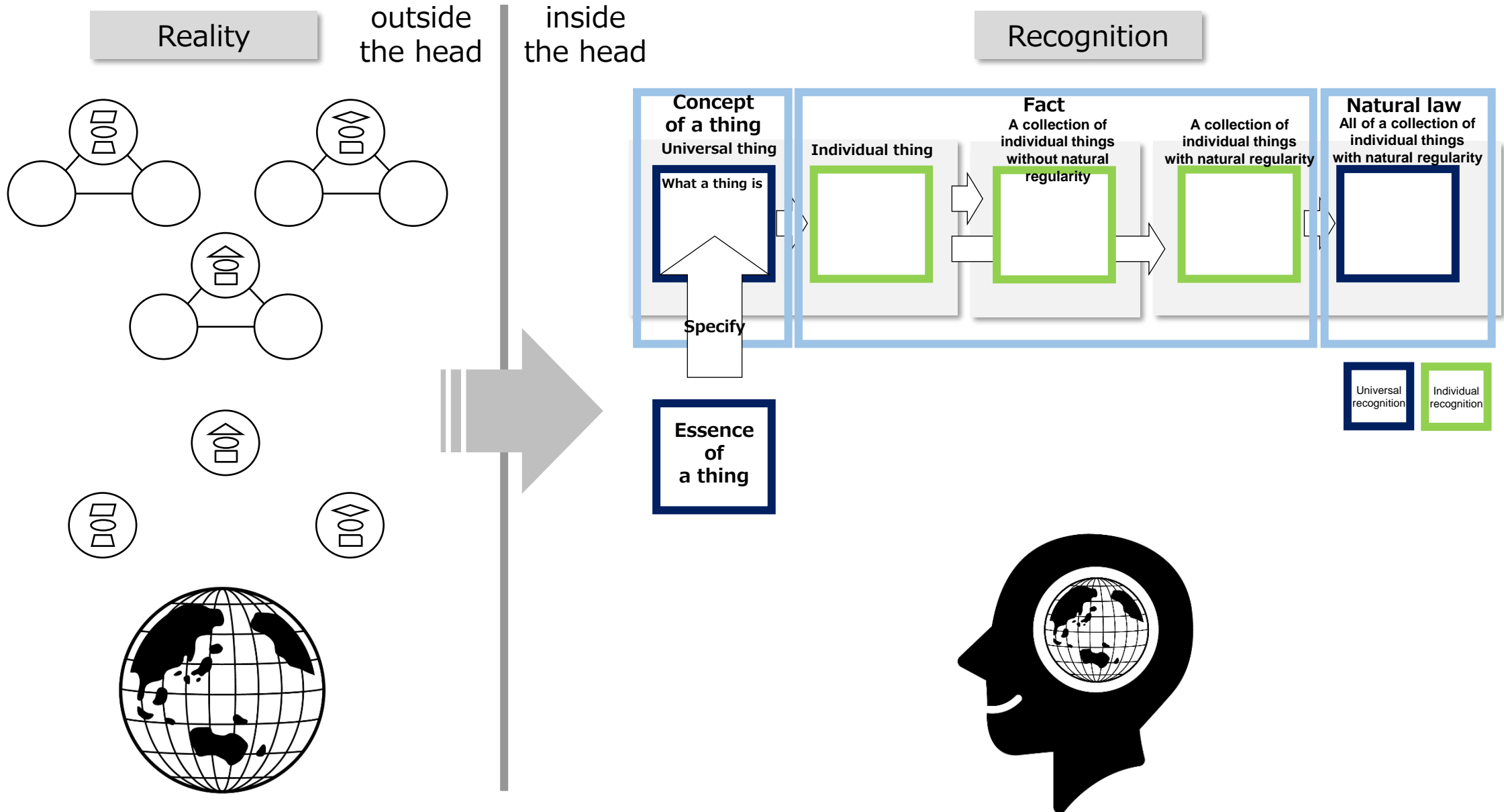


[The significance of knowing what essence is]

If you can logically explain the essence of value, it is easier to create a group that can see the reality of society.



[The significance of knowing what essence is] Suppl.: Reality and Recognition

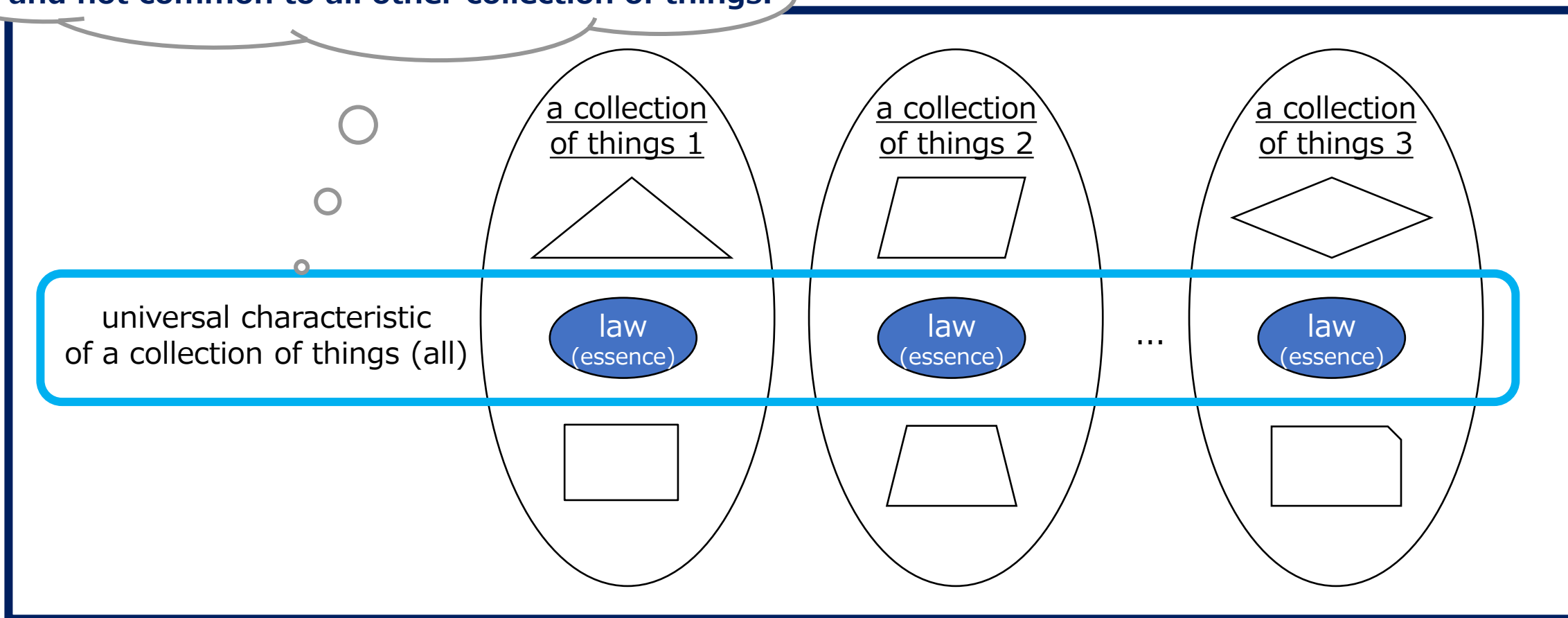


[The significance of knowing what essence is]

Suppl.: Law is essence.

**an attribute that is
common to all of a collection of things
and not common to all other collection of things.**

a collection of things (all)



[The significance of knowing what essence is]
Supple.: Interpretation of essence in the dictionary

