

Pia Moberg

About Pia Moberg

Pia is a lecturer, trainer, author and coach with a focus on cross-cultural competence and meeting efficiency. She holds a PhD in Japanese Studies from Gothenburg University. Her research focus on cross-cultural awareness, CQ leadership and communication and meetings practices. She is the founder the meeting tool “5S of Meetings®”, and written several books and articles on intercultural communication, meeting culture, comparative rhetoric and Japan.

Pia established her own company Japco in 1994, and founded a publishing company which has published books on Japan, Cross-cultural communication and Aikido. She is a member of Sietar Europa.

Here is the link to JAPCO, her company’s website: <https://japco.se/en/>
Pia is based in Gothenburg, Sweden.

Professional qualifications and experience

Educational qualifications

- Certified Business Coach at The Association of Business Leadership Coaching (www.ablc.eu) 2012 (certified by EMCC)
- Certified International Coach at Scandinavian International University (www.slh.nu) 2011 (member of International Coaching Community, certified by European EMCC)
- Post-doc position at the Centre for Asian Studies at Lund University 2006-2008 (project on Japanese leadership training with a focus on Matsushita Seikei Juku 松下政経塾)
- PhD in Japanese studies 2002, Gothenburg University, Sweden. (Specializing in communication and rhetoric)
- 1997-1998 Short term student at Taisho University in Tokyo (大正大学).
- Training for instructors organized by the Swedish Budo & Martial Arts Federation
- Shidojin* 指導員(licensed instructor) training organized by the Swedish Aikido Federation

Professional experience

- More efficient meetings with “5S of meetings®”, talks & trainings 2023–*
- *Pre-departure culture training for expatriates 2015- present*
 - For the Volvo Group going to various countries (Japan, China, Singapore, India, Kenya, Dubai, Brazil, Belgium, USA, Canada, Sweden, Australia, Bulgaria, Turkey, Czech Republic, Iran, Spain, Italy)
 - Small and Medium sized companies: assignees arriving in Sweden
- Culture Training with a focus on Japan, Asia and Japanese business culture 1994-present*

Some of Pia Moberg’s recent clients include AB Volvo, Volvo Trucks, Isuzu, Siemens, Volvo IT, UD Trucks, Nolato, ABB-Hitachi, Mitsubishi Electric and SCA.
- Inter-culture training and teambuildning for groups and global teams 2010- present*

Trainings conducted in Sweden, France, China and Japan.

- *Lecturer at Department of Literature and Languages, Gothenburg University, Academic writing, thesis supervision, Japanese culture and society 2012-2016*

- *Lecturing at various universities in Sweden, on topics related to Japan and East Asia (politics, communication strategies, culture), intercultural communication and comparative rhetoric.*

- *Invited key note speaker at “Leadership Summit” at Ochanomizu University お茶の水女子大学, Tokyo February 2016 (in Japanese) with the title 「成功する女性の前提条件:そのリーダーシップスキルとは?日本とスウェーデンの違い」 ”Prerequisites for successful female leadership skills: Differences between Japan and Sweden”*

Japanese calligraphy

- Since 1997 she practices under the supervision of calligraphy master Professor Taisho Akahira at Tasho University who lives in Tokyo.

- Pia passed the *shodan* (black belt level 1) in Japanese calligraphy which she achieved in 2007 and a *nidan* (black belt level 2) in Japanese calligraphy which she achieved in 2023

- In September 2015 Pia invited Prof. Akahira to Gothenburg University on a “international guest lecturer scholarship”.

- During 2013-2015 she taught calligraphy at the Department of Literature and Languages, section of Japanese, at the Gothenburg University.

- She has designed several book covers inspired by her calligraphy art.

- In September 2021, Pia had her first exhibition, which includes both traditional works as well as more innovative collaborations with artists who work with ink drawings, watercolor, wood and metal.

- In May 2023 she had her second exhibition in Galleri Floras Rike, Botaniska trädgården in Göteborg. You can see the a short documentation here:

<https://www.youtube.com/watch?v=WQcG8zjPdAM&t=13s>

- In April 2024 she had her third exhibition in Galleri Floras Rike, Botaniska trädgården in Göteborg.

Japanese martial art Aikido

- Started Aikido training in 1974 at the age of 8 yrs.
- In 2003 she established her own Aikido Dojo, Riai Aikido Dojo www.riai.se and has today more than 230 members and is the biggest Aikido dojo in Sweden (as of 2023).
- In 2015 Pia received the rank of 6 dan Aikikai (Examinor: Swedish Aikikai Grading Committee)
- 2016 Official interpreter from Japanese to Swedish and English for Aikido Aikikai Hombu Dojo-cho Ueshiba Mitsuteru at his seminar in Stockholm, Sweden
- 2017-2020 Member of the Youth Working Group at IAF (International Aikido Federation)
- 2021-2022 Chariman for the Youth Working Group (International Aikido Federation)
- Pia has designed a leadership program for youth: “Happy Aikido Young Leaders Training Program” where she has trained more than 70 youth 13-19 yrs old 2016-present. In July 2024, the 18 hours 12 module program was run by Pia in Chihuahua, Mexico.
- In 2024, Pia was appointed Shihan by Aikido World Headquarters in Tokyo, Japan.

Academic publications

- Moberg, Pia (2018). "Japanese Work Identity in International Encounters – Cultural Reflections" in *Japan's Past and Present*. Stockholm: Bokförlaget Stolpe, pp. 109-121.
- Moberg, Pia. (2015). "Kortsiktiga vinster eller långsiktiga mål? Inrikespolitik och ledarskap i Japan" in *Japan Nu* [Japan Now], Pia Moberg & Linus Hagström (eds). Stockholm: Carlssons Förlag.
- Moberg, Pia (2014) "Japanese, Oriental, or Western? The Conceived Classification of Rhetoric, Debate, and Communication as Academic Subjects in the Japanese Educational System" in *Culture and Political Psychology A Societal Perspective*, Thalia Magioglou ed. Charlotte: Information Age Publishing, pp 127-140.
- Moberg, Pia (2014) "Komparativ retorik teori och praktik: ett japanskt exempel". I *Retorisk kritik: Teori och metod i retorisk analys*. Otto Fischer, Patrik Mehrens & Jon Viklund (eds.). Ödåkra: Retorikförlaget, pp. 303-316.
- Moberg, Pia (2014) "Komparativ retorik: ett östasiatiskt perspektiv". I *Grundbog i retorisk analys*. 3rd rev. Ed. Århus: Hans Reitzels Forlag.
- Moberg, Pia (2002) *Political Turning Points: Rhetorical Analyses of Japanese Inauguration Speeches*. Göteborg: Acta Universitatis Gothoburgensis, Doctoral diss.

Non academic publications

- Moberg, Pia & Erik Mattson (2023) *Meeting Cookbook – Leading Meetings in a Global and Online World*. Göteborg: Ordrum.
- Moberg, Pia & Erik Mattson (2023) *Möteskokboken 3– Handbok I mötesledning för en global och digital värld*. Göteborg: Ordrum.
- Moberg, Pia & Carl Stenmark (2019) *Happy Aikido Kodex*. Göteborg: Japco Publishing House.
- Moberg, Pia & Peter Chadwick (2018). *Meningsfulla Möten: Chadbergmodellen– en guide till effektiva möten, på alla nivåer, i alla kulturer*. Gothenburg: Japco Publishing House.
- Moberg, Pia & Peter Chadwick (2018) *Meeting Sense: The Chadberg Model – a guide to efficient meetings, on all levels, in any culture*. Gothenburg: Japco Publishing House.
- Moberg, Pia & Åsa Bergström (2016) *Happy Aikido: Inspiration & motivation Vol 1 & 2*. Göteborg: Japco Publishing House.
- Moberg, Pia & Peter Chadwick (2013). *Foolproof International Communication: Get Real*. Gothenburg: Japco Publishing House.
- Moberg, Pia and Karin Cederholm (2009) *Etikett och Kommunikation i Japan*. 3rd rev.ed. Uppsala: Uppsala Publishing House (Konsultförlaget).
- Moberg, Pia (2003) "Retorik på japanska". *Retorikmagasinet*, nr 19 (september): 19–23.
- Moberg, Pia, Karin Danielsson and Teruko Shimizu (1995) *Welcome to Göteborg and the rest of Sweden* (English and Japanese). Göteborg: Japco Publishing House.