

## Meet your coach, Atsuko Kohata

Atsuko Kohata has nearly 30 years of experience as a TV presenter and radio personality. Fluent in both Japanese and English she hosted many entertainment and English educational programs in Japan and appeared as a guest speaker in numerous events. As the original film section host for 6 years on the highly popular KING'S BRUNCH (TBS) TV show, she not only pioneered the Hollywood star interview but elicited extraordinary performances from her guests. Among these she got to tango with Antonio Banderas, hip hop with Will Smith and arm wrestle with Tom Cruise.



After 15 years in the entertainment industry, she moved to Los Angeles to report on the U.S. film scene to Japan. She covered the Oscars and the Grammys, as well as behind-the-scenes of the entertainment industry. She worked as an editor/writer for a Japanese version of Variety, a film industry magazine with over 110 years of history in the US. She also studied acting and standup comedy. When she was not reporting on films, she was trying out her latest comedy routines in comedy clubs in Los Angeles.

Since Atsuko was active in hosting Japan-US events in Los Angeles, she was often approached by Japanese executives to coach them on public speaking for the US audience. Most of her clients wanted to add more impact and personality to their speeches. One senior Japanese executive ended up adding a Bruce Lee movement in his speech to appeal to his young US employees. Another client hosted a major US-Japan event in Los Angeles, with former Prime Minister Shinzo Abe as the main guest.

Atsuko feels that one doesn't necessarily have to be eloquent or outgoing to be a good speaker. One of the most powerful speeches she's heard was from a shy soft-spoken Japanese woman with basic English. But that speech was unforgettable because the speaker felt deeply about the subject matter. That experience affected Atsuko to help her clients find their unique style that was suitable to their personalities.

After 15 years in Los Angeles, she moved back to Japan to take care of her ailing mother.

Recently, she created a public speaking course for Tohoku University's Tohoku Forum for Creativity (TFC). The course was designed for young scientists and researchers competing in the 2021 Falling Walls Lab Sendai, a public speaking contest for scientists. Atsuko helped her students present their complex subject matter in an easy-to-understand way, to appeal to a wider audience. All top 4 prizes of 2021 Falling Walls Sendai went to Atsuko's students.

Her goal as a coach is to help people share their visions in the most memorable manner. Her goal as a speaker is to entertain and help foster understanding between various cultures.