

# INSIGHT

WINTER 2025

## INSIDE:

*Q&As with today's  
leading Marquis  
luminaries and  
influencers*

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**YOSHIKAZU KASAHARA, MBA, MA**

*President, Chief Executive Officer  
Bart Corporation, Quick Method Academy*

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*“What excites me is teaching English and helping people improve their English skills, including children and individuals with disabilities.”*

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## YOSHIKAZU KASAHARA, MBA, MA

President, Chief Executive Officer  
Bart Corporation, Quick Method Academy  
Tokyo, Japan

[https://marquismillennium.com/9th\\_Ed/Kasahara/92/](https://marquismillennium.com/9th_Ed/Kasahara/92/)

<https://www.bart-jp.com/>

**Drawing upon an early** interest in teaching and the English language, Yoshikazu Kasahara attended Kokugakuin University in his native Japan for his undergraduate studies, where he received a Bachelor of Arts in literature in 1986. Progressing forward in his academic studies, he relocated to the United States and earned a BBA from the Southern College of Business in 1993. Quickly understanding the English language, he desired to expand his sphere of influence and traveled to the United Kingdom, where he attended the University of Hertfordshire and received an MBA in 1995.

The following year, he earned a Master of Arts in English language teaching from the University of Southampton.

Currently, Mr. Kasahara excels as the president and chief executive officer of two businesses, the Bart Corporation and Quick Method Academy. Alongside his primary roles, he is a former lecturer at numerous institutions of higher learning, such as the Southern College of Business, Tokyo Industrial Technical College, Daiichi Institute of Technology and Eishin International Technical College. Notably, he has served as an international representative for the Queensland University of Technology since 2005 and a representative at Hawaii Pacific University since 2002.

Notably, Mr. Kasahara has authored over 30 books throughout his distinguished career, which have sold more than 1.65 million copies. He has registered patents in Japan, Australia and Korea, as well as two registered trademarks in Japan. Some of his publications include "Kasahara's Quick English for Everyday Conversation" in 2008, "Kasahara's Quick English, Just Listen! For Essential Phrases!" and "Quick Learning Method through Illustration for the TOEIC L&R Test" in 2018, "Kasahara's Quick English for Real Beginners" in 2014, and "Kasahara's Quick English for Spur-of-the-Moment 122 Essential Phrases" in 2019, among others.

Mr. Kasahara is a member of the English Linguistic Society of Japan and the English Education Institute of Japan. He intends to expand into online education, utilizing videos and online learning projects for international students.



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### What are two key behaviors/personality traits that allow you to be effective in your role?

If you're in a company and become president, behavior is the most important thing. I've worked with many people, but I still keep my own personality. I can make decisions independently, and I am responsible for all my actions.

### What is the most important issue/challenge you are dealing with in your industry?

There are many more people who have ADHD, ASD (autism spectrum disorder) or other conditions on the autism spectrum – especially in developed countries, where the number of these individuals is increasing. I believe this is a significant issue in Japan right now, particularly in the field of education. However, I also believe that these individuals possess unique strengths, especially in language learning and education. I have come to realize that some people with autism understand English better than their mother tongues at times. When I was studying for my master's degree at the University of Southampton in the United Kingdom, I met people from various countries, including India, and encountered some children with autism who were highly proficient in English. Through these experiences, I also realized that examining these challenges is extremely valuable for educators who seek to teach English more effectively.

### How do you feel your industry has changed/evolved?

Previously, mass production education was common because there were many baby boomers and kids, making education highly competitive. For example, in China, entrance examinations are highly important for university or high school admissions and hold significant importance. Similarly, in Korea, they are very crucial. Japan used to be highly competitive as well, but recently, people have become calmer, recognizing that children are also human beings. We now focus not only on scores or educational metrics but also on design and other qualities. Entrance examinations no longer solely measure knowledge, but instead emphasize social studies concepts and overall skills and ideas, which are now more important in Japan. In the past, due to the large population, examinations were the primary focus of education. Nowadays, there is a greater emphasis on individual skills and personality, which are deemed very important in Japan.

### What excites you the most about your industry?

I'm in education, but I've written many books: 31 in Japan, and all are authored by me. I work in English education. I studied in America and the United Kingdom, so I learned how to teach English. I hold several international patents, including one for my method, which is called Rapid Study. What excites me is teaching English and helping people improve their English skills, including children and individuals with disabilities. I enjoy helping – it's my pleasure all the time.

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