Productive “I- I (Izakaya- bar & Internet) Work style”

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Universal Design Research Committee
Japan Facility Management Promotion Association (JFMA)
What to talk about.
40min.

Outline

- Case study of JFMA- UD team
- Izakaya- bar & Internet
- Survey of Office Workers
- Old Izakaya- bars in Tokyo
Outline

Case study of JFMA- UD team
Izakaya- bar & Internet
Survey of Office Workers
Old Izakaya- bars in Tokyo
Nommmunication
Brainstorming
Bars & Internet
Virtual & Physical
Creativity at the Bar
Outline

Case study of JFMA- UD team

Izakaya- bar & Internet

Survey of Office Workers

Old Izakaya- bars in Tokyo
Case study of JFMA- UD committee

1. Mission: To share the Value of Universal Design with workers and corporate managers

2. Goals
   - Study and Publication
   - UD Guideline for workplaces
   - UD Consultation (in the future)

3. Members: 12 persons (from 10 corporations)

4. Term: Feb 2002 - now

5. Workstyke: Internet & Izakaya-bar
### Case study of JFMA-UD committee

<table>
<thead>
<tr>
<th>Stage</th>
<th>Meetings</th>
<th>Communication</th>
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<tbody>
<tr>
<td>1st stage</td>
<td>Meetings at office</td>
<td>But too busy to have frequent regular meetings</td>
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<tr>
<td>2nd stage</td>
<td>But face-to-face communication was needed to generate ideas</td>
<td>Internet work</td>
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<tr>
<td>3rd stage</td>
<td>Meeting at Izakaya-bar</td>
<td>Hot communication, Good Brainstorming, Efficient &amp; Flexible</td>
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</table>
Izakaya-bar & Internet

**Izakaya-bar**
- Physical space
- Izakaya-bar to generate ideas

**Internet work**
- Virtual space
- Internet to produce substantial output

Note-taking
- Sake

Reference
Physical Space
Izakaya-bar to generate ideas

Good Ideas!

sublimation

Intimate communication
Virtual Space
Internet to produce substantial output

Number of e-mails per week
<table>
<thead>
<tr>
<th>Period</th>
<th>Month</th>
<th>Meeting &amp; Izakaya</th>
<th>Workplace</th>
<th>E-mail communication</th>
<th>Presentations</th>
<th>Outcomes</th>
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**Output** - conference - articles

- 1 summary for UD Int'l Conf.
- 1 paper for UD Int'l Conf.
- 1 paper for UD Int'l Conf.
- 1 paper for WWP-J2003
- Interview (IBM)
- Interview (NTT)
- 1 paper for WWE2003
- 1 paper for WWE2003
- 1 paper for WWP-J2003
- 1 paper for AIJ2003
- 1 paper for AIJ2003

**Izakaya-bar meeting**

- Izakaya-bar meeting
- Izakaya-bar meeting
- Izakaya-bar meeting
- Izakaya-bar meeting

**E-mail communication**

- Number of e-mails
- Number of e-mails
- Number of e-mails
- Number of e-mails

**Workplace**

- Workplace Period
- Workplace Period
- Workplace Period
- Workplace Period

**Time**

- Time
- Time
- Time
- Time
Outline

Case study of JFMA- UD team

Izakaya- bar & Internet

Survey of Office Workers

Old Izakaya- bars in Tokyo
Ultimate Alternative Workplace

- Physical space
  Izakaya-bar to generate ideas (once a month)
  creative, emotional, communicative

- Virtual space
  Internet to produce substantial output (anytime)
  efficient, flexible, productive
Different Competences

Quality of work

Output-1

Internet work

Deadline-1

Output-2

Internet work

Izakaya work

Deadline-2

Output-3

Internet work

Izakaya work

Deadline-3

Quantity of work (time)
The Influence of Alcohol on Thoughts

- **Intoxicated period**: Freer and more relaxed thinking
- **Stimulated period**: Thinking paralyzed
- **Sober period**: Ideal drinking for the izakaya workplace

Typical drinking:
- Ideal drinking for the izakaya workplace

The effective time for activated thinking

The degree of intoxication
Space Efficiency

Typical existing office

Core space
Surplus space

Actual space supply for the maximum number of workers at a peak time

Efficient space supply

(1) Core space
(2) Flexible space
(3) On-demand space

Projected fluctuations in space demands
Minimum supply

On-demand space only

Izakaya workplace

The amount of space
Time

The amount of space
Time

The amount of space
Time
Comparison of Workplaces 1

Regarding formality and interaction

- **informal**
  - Internet (anytime anywhere)
  - satellite office
  - private office
  - cafe
  - Izakaya-bar (communication)

- **formal**
  - office (cubicle)
  - Central office (open)
  - physically isolated
  - physically interactive

**ultimate alternative workplace**
## Comparison of Workplaces 2

Regarding costs, productivity, & QOWL

<table>
<thead>
<tr>
<th></th>
<th>Productivity (creative work)</th>
<th>Productivity (routine work)</th>
<th>QOWL (worker)</th>
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<td>Most possible</td>
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<td>Reduced office + Internet</td>
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</table>
Outline

Case study of JFMA- UD team

Izakaya- bar & Internet

Survey of Office Workers

Old Izakaya- bars in Tokyo
Outline of Survey

Q1 Regarding bars and the izakaya as workplace
   (18 questions)
Q2 Regarding work styles
   (6 questions)

Term: May 2003
Valid responses: 121
The proportion of men to women: 7 (men) to 3 (women)
Age distribution: 20s (8); 30s (53); 40s (34); 50s (19); 60s (6); NA (1)
Industry distribution
   Services (81); Manufacturing (21); Government, education (17); NA (2)
Q1. What kind of alcohol do you like?  
- Beer  70
- Wine  47
- Sake  36
- Shochu  34
- Cocktail  22
- Whisky  15
- Non-alcohol  13
- Others  2
- N/A  1

Q2. How many times do you go to a bar per month?  
- Less than 2  17
- 2-5  10
- 6-10  3
- 11-15  2
- More than 15  0

Q3. At what percent do you drink with co-workers IN YOUR COMPANY?  
- 100%  16
- 80%  22
- 60%  22
- 40%  20
- 20%  10
- <20%  1
- N/A  0

Q4. What is the most frequent topic with your colleagues at a bar? (Check all that apply)  
- Business  43
- Hobby  20
- Relationship  15
- Family  10
- Politics/Economy  7
- Old times  6
- Others  2
- N/A  1

Q5. What do you think of talking about business at a bar?  
- Good  60
- Not mind it  60
- Don't prefer  27
- N/A  15

Q6. Have you ever experienced coming up with a business idea at a bar?  
- Yes  94
- No  16
- N/A  0

Q7. Have you ever come up with an idea that resulted in fruition at a bar?  
- Yes  44
- No  44
- N/A  0

Q8. Have you ever come up with an idea when drinking with friends?  
- Yes  82
- No  18
- N/A  0

Q9. Have you experienced forgetting a business idea coming up at a bar?  
- Yes  51
- No  49
- N/A  0

Q10. Which bar would you think is the best to produce an idea?  
- Izakaya  62
- Ryotei  27
- Sushi bar  22
- Club/Salon  10
- Wine bar  7
- Pub  1
- Other  11
- N/A  0

Q11. How many people in a group would you think are the best to produce an idea at a bar?  
- 1-2  34
- 3-4  34
- 5-9  18
- 10-15  7
- >15  8
- N/A  0

Q12. What ratio of women to men would you think is the best to produce an idea at a bar?  
- A woman among men  22
- The same sex only  16
- Half & half  16
- A man among women  22
- N/A  0

Q13. Which bar would you think is the best to produce an idea at a bar, a group of mixed generations or the same generation?  
- A group of mixed generations  61
- The same generation  37
- N/A  21

Q14. What combination of occupations in a group would you think is the best to produce an idea at a bar?  
- Depends  63
- Mixed positions  42
- The same position  11
- N/A  0

Q15. Which would you think is the best to produce an idea at a bar, a group of mixed positions or the same generation?  
- Depends  63
- Mixed positions  42
- The same position  11
- N/A  0

Q16. What would you think is the most preferable level of noise at a bar to produce an idea?  
- Must be quiet  10
- Rather quiet  4
- Don't mind noisy bar  47
- Prefer noisy env't  1
- N/A  0

Q17. What would you think is the most preferable level of lighting at a bar to produce an idea?  
- Dark  62
- Rather dark  46
- Rather bright  18
- Bright  1
- N/A  0

Q18. Have you ever failed in coming up with an idea at a bar?  
- Yes  76
- No  27
- N/A  0

B. Regarding work styles

Q19. What percentage of your job do you think is possible to work on outside of office using the Internet?  
- 0%  55
- 10%  25
- 20%  12
- 30%  10
- 40%  10
- 50%  10
- 60%  10
- 70%  10
- 80%  10
- 90%  10
- 100%  10
- N/A  0

Q20. What would you think is the biggest problem(s) if you tele-work outside of office? (Check all that apply)  
- Personal communication  97
- Meeting  30
- Self-management  27
- Motivation  15
- N/A  2

Q21. Would you think the “biggest problem(s)” can be complemented by communication at a bar?  
- Yes  52
- No  25
- N/A  2

Q22. How often would you think face-to-face meeting is needed if you tele-work?  
- Everyday  52
- 3/week  20
- 2/week  11
- 1/week  10
- 2/month  10
- 1/month  10
- 1/2months  10
- Not needed  10
- N/A  0

Q23. Are you interested in working using the combination of the Internet and bars?  
- Yes  63
- No  42
- Don't know  11
- N/A  0

Q24. What types of occupations do you think the “Internet & bar” work style is most suitable for? (Check up to 3)  
- Planning  76
- Development  62
- Sales  39
- Research  35
- Management  30
- Administration  26
- Clerks  20
- Others  13
- N/A  0

Q25. Which would you think is the best to produce an idea at a bar, a group of mixed positions or the same generation?  
- Depends  63
- Mixed positions  42
- The same position  11
- N/A  0

Q26. What would you think is the most preferable level of noise at a bar to produce an idea?  
- Must be quiet  10
- Rather quiet  4
- Don't mind noisy bar  47
- Prefer noisy env't  1
- N/A  0

Q27. What would you think is the most preferable level of lighting at a bar to produce an idea?  
- Dark  62
- Rather dark  46
- Rather bright  18
- Bright  1
- N/A  0

Q28. Have you ever failed in coming up with an idea at a bar?  
- Yes  76
- No  27
- N/A  0

Q29. What percentage of your job do you think is possible to work on outside of office using the Internet?  
- 0%  55
- 10%  25
- 20%  12
- 30%  10
- 40%  10
- 50%  10
- 60%  10
- 70%  10
- 80%  10
- 90%  10
- 100%  10
- N/A  0

Q30. What would you think is the biggest problem(s) if you tele-work outside of office? (Check all that apply)  
- Personal communication  97
- Meeting  30
- Self-management  27
- Motivation  15
- N/A  2

Q31. Would you think the “biggest problem(s)” can be complemented by communication at a bar?  
- Yes  52
- No  25
- N/A  2

Q32. How often would you think face-to-face meeting is needed if you tele-work?  
- Everyday  52
- 3/week  20
- 2/week  11
- 1/week  10
- 2/month  10
- 1/month  10
- 1/2months  10
- Not needed  10
- N/A  0

Q33. Are you interested in working using the combination of the Internet and bars?  
- Yes  63
- No  42
- Don't know  11
- N/A  0

Q34. What types of occupations do you think the “Internet & bar” work style is most suitable for? (Check up to 3)  
- Planning  76
- Development  62
- Sales  39
- Research  35
- Management  30
- Administration  26
- Clerks  20
- Others  13
- N/A  0
Izakaya-bar as Workplace

- 77% had come up with a biz idea at a bar.
- 63% experienced the idea resulted in actual biz.
- 58% forget an idea which comes up at a bar.
- Party of 3 to 5 people are likely to produce an idea.
- Proportion of men to women do not affect creativity.
- Variety of generations, positions, and biz backgrounds is good to create ideas at a bar.
- Appropriate level of noise and lighting should be maintained to facilitate discussion of a biz idea.
Perception of Work style

- 49% answer over 50% of their jobs can be done outside of offices using only the Internet.
- Most concerned issue is personal communication if they work outside of offices.
- 49% answer that remote work with Internet can be complemented with communication at a bar.
- 43% are interested in trying the I-I work style. 25% do not want to.
- Occupations suitable for I-I work style are planning, design, and research and development.
Oct 20, 2003/ WWP2003 Dallas

Outline
- Case study of JFMA- UD team
- Izakaya- bar & Internet
- Survey of Office Workers
- Old Izakaya- bars in Tokyo
Manga

Izakaya Workplace

By Dai Sogawa

Aw~
I can't think of...
good idea!

Tap Tap
Whaaaaaaaam

We invested so much money in our office and what we get is such a little intellectual output...

Gasp

Shall we cut our personnel expenses?

Gasp

copyright::Dai Sogawa
Hey, why don't you join us for a drink?

Let's go to Mimasu-ya.

Or shall we employ superior workers?

How about you, boss? It's about time to go out together.

Come on! Everyone!

Mimasu-ya

Kampai!

Clink

How about hodgepodge, fried bean curd, and assorted grilled chicken?

And seafood salad also!

Okey, let's order a couple of each dishes for the moment.

Rub Rub

Nothing tastes better than this first gulp.

Glug Glug

Bam
Yackety-yak
Ha-ha
munch
You look full of life in izakaya. I wish you were the same in our office.

Actually, an excellent idea came up to my mind while talking with her.

Hurray

Hrm...
I wonder why nobody has ever thought of this idea.

Sounds good. May I join you?

Oh!
Mr. Chairman!

I didn’t know you are here. Please have a seat.

Thank you.

Your idea is OK. But it’s not realistic.

Based on my experience... How about a cup of sake?

Huff

Our company is suffering because of your outdated experience.

Listen to our opinion and apply our idea!

Huff

You are not supposed to say that...

That is what everyone wants.

Unnah
I like it! We need that spirit!

You remind me when I was young.

I nursed his talent with great care.

It's about time to move.

Let me take you to my favorite 'Madame' s place.

Excuse me. I go home.

Him

Bang

Bar was my workplace when I was your age.

You are famous for a heavy drinker.

Kind becomes upon when one is mellow with drink.

Conversation becomes lively in a friendly environment.

Here we are.
Banzai! Banzai!

Feel free to drink and eat as much.
Give me egg, fish paste, and octopus. Sure.
Thank you for your kind hospitality.
I will keep in mind what you said and come up to your expectations.

Hi dear. How are you?
Haven't seen you for long.

Today's special is this Shechu.
That's the only drink you have anyway.

Well, let's continue our discussion. I will tell you my idea.
How fortunate! Take notes, guys.

Banzai!
What a headache! I drank too much.

I don't remember anything after going to the stall.

I have got an e-mail.
It's from Mr. Oda, right.
Yesterday's memo.
Wow, we talked a lot of things!

Phew

What?

When did he make this?
Must be in the taxi on the way home.

He is something else.
Here came another mail from him.

what?
We sold our headquarters today in order to totally adopt Izakaya Workplace.

We wish you will do your best, taking full advantage of the new workplace we have just bought up.

Address: Somewhere along Kanda River
Tel & Mail: Use your cellular phone
Copy & Fax: Use convenience stores nearby

No way! How that stall could be?

That was the only way I could do to save our company from bankrupt.

But Izakaya Workplace may really save our company and open up our way.

Let’s hope that way.

Hey, get out and open up our way!
Why don’t you try Izakaya-bar & Internet workstyle instead of working at office?

THANK YOU