

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

Shiro Nitanaï JIA,AIJ,CFMJ

Kanya Shiokawa AIJ,CFMJ

Kaori Horiguchi AIJ,CFMJ

Yoko Saito AIJ,AIA,CFM

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

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Nommunication

みますや

みますや

洋市場

築地

一寸場

銀行

清酒 菊正宗
場酒鶯衆大
協和焼酎
ダイヤ

Brainstorming

場酒衆大



うくいす酒場



Bars & Internet



Virtual & Physical



Creativity at the Bar



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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. Workstyle : Internet & Izakaya-bar

Case study of JFMA-UD committee

1st stage

Meetings
at office

But too busy to have
frequent regular meetings

2nd stage

But face-to-face communication
was needed to generate ideas

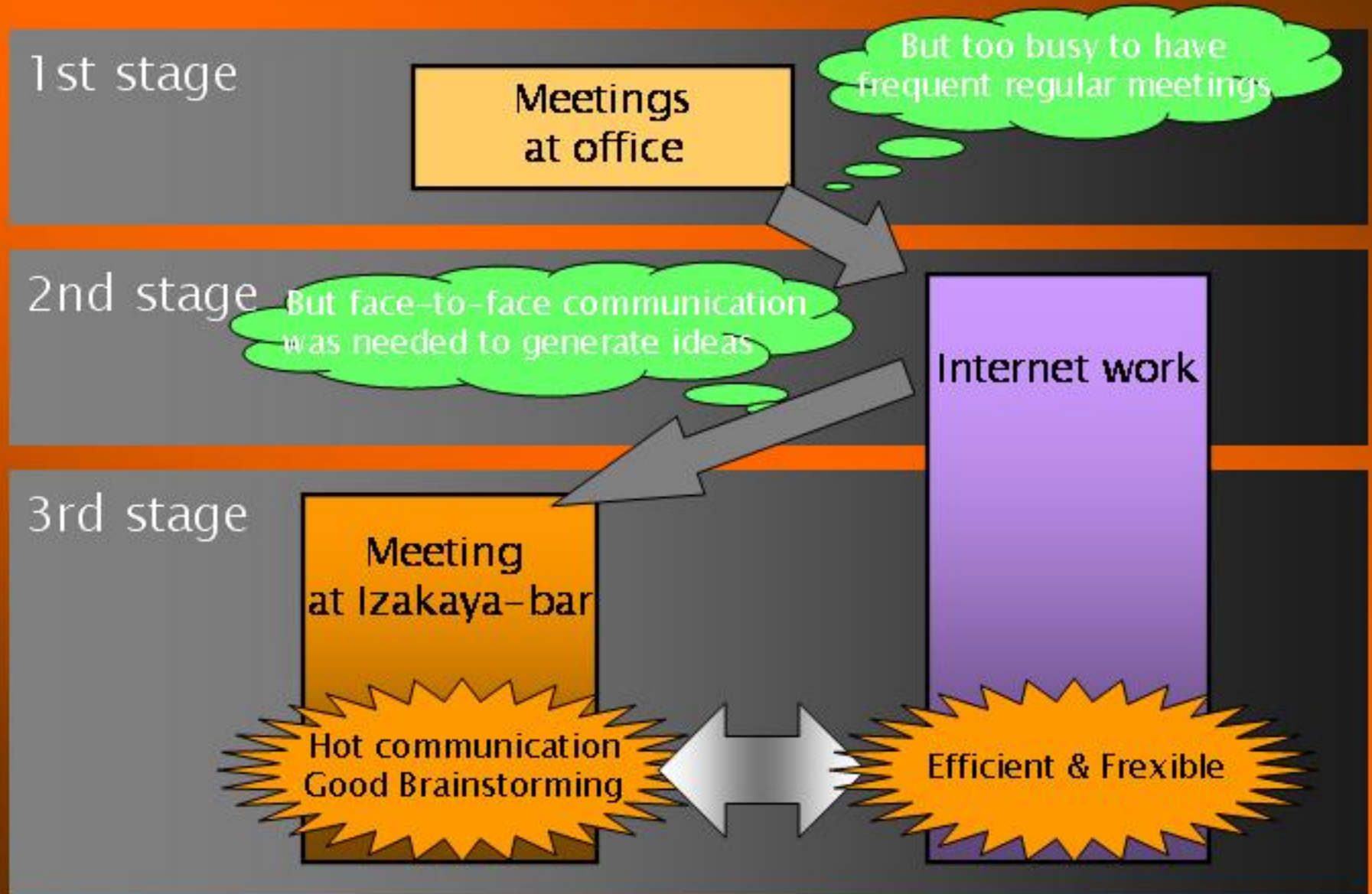
Internet work

3rd stage

Meeting
at Izakaya-bar

Hot communication
Good Brainstorming

Efficient & Frexible



Izakaya-bar & Internet



Izakaya-bar



Internet work



Note-taking



Sake

Physical space
Izakaya-bar
to generate ideas

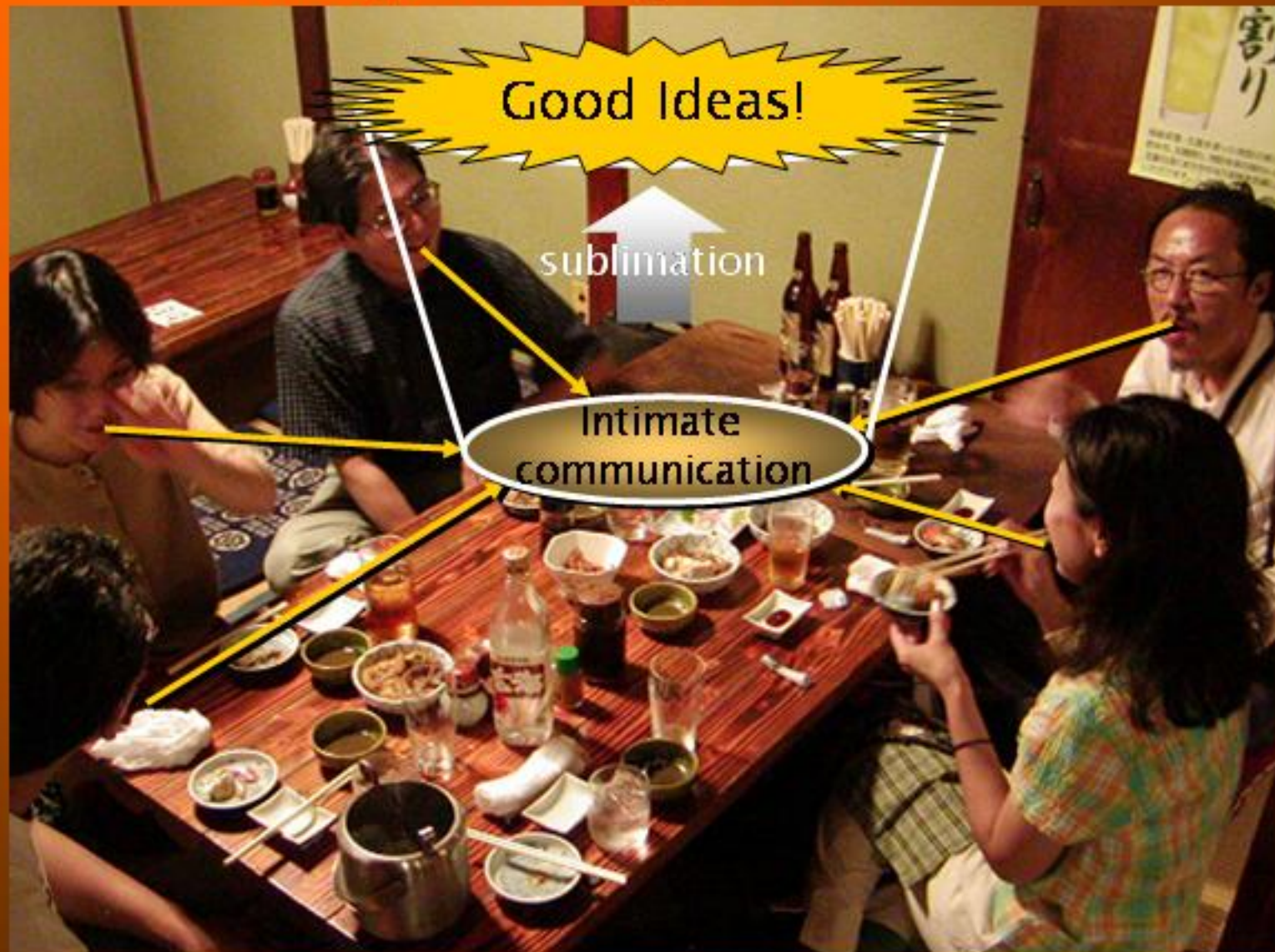


reference

Virtual space
Internet
to produce substantial output

Physical Space

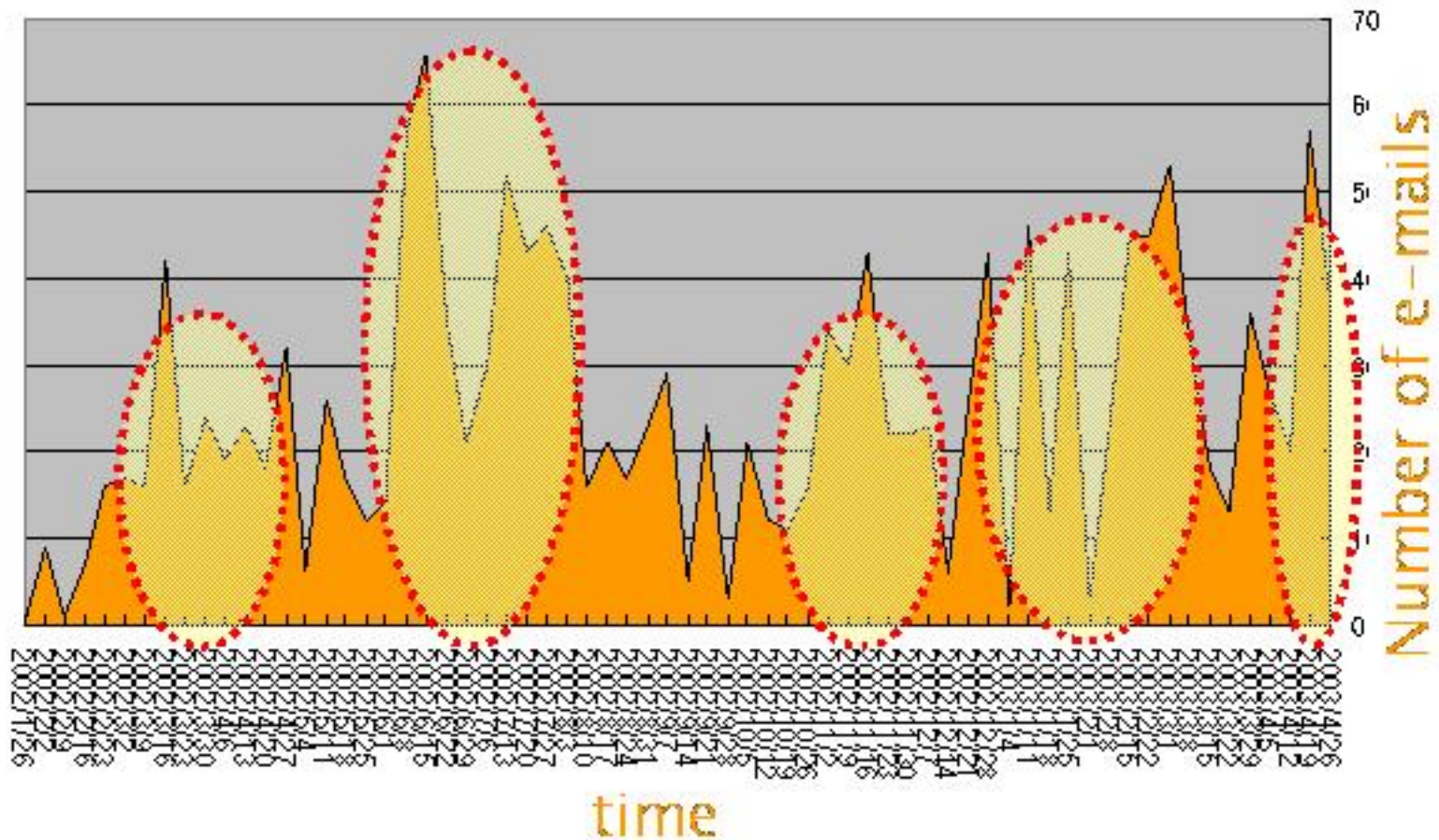
Izakaya-bar to generate ideas



Virtual Space

Internet to produce substantial output

Number of e-mails per week



Interaction

Izakaya-bar meeting

Number of e-mails

Output
-conference
-articles

time

Period	Meeting #	Activities	E-mail communication	Documentation	Outcomes
Year	Month	Day	4th e-mail conference	Documentation	Outcomes
2002	Jan	26-28	ClassP0	0	2 Purpose of J RNA-UD
	Feb	27-2	7 e-mail	9	
	3-6	10-18	1 e-mail	1	
	17-25	26-2	1 e-mail	3	
	Mar	3-6	4 e-mail	18	
	10-18	17-25	62	17	
	26-30	31-8	18	26	
	Apr	7-19	1 e-mail	18	
	14-23	21-27	25	18	
	May	5-11	30	8	
2003	Jun	12-18	23	17	1 summary for UD Ind Conf
	19-22	23-25	35	21	
	26-28	30-8	30	48	
	Jul	7-15	60	60	
	16-20	21-27	48	18	
	28-8	6-10	21	17	
	Aug	11-17	29	25	
	Sep	1-7	30	3	
	8-16	15-21	25	3	
	Oct	22-28	21	11	
2004	Nov	30-28	10	10	10 paper for UD Ind Conf
	Dec	1-7	30	68	
	8-16	17-25	22	22	
	17-25	26-30	22	22	
	Jan	31-7	25	25	
	8-16	17-25	22	22	
	17-25	26-30	22	22	
	Feb	31-7	22	22	
	8-16	17-25	22	22	
	17-25	26-30	22	22	
2005	Mar	31-7	22	22	1 paper for J RNA-UD
	8-16	17-25	22	22	
	17-25	26-30	22	22	
	Apr	31-7	22	22	
	8-16	17-25	22	22	
	17-25	26-30	22	22	
	May	31-7	22	22	
	8-16	17-25	22	22	
	17-25	26-30	22	22	
	Jun	31-7	22	22	

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Ultimate Alternative Workplace

- Physical space

Izakaya-bar to generate ideas (once a month)

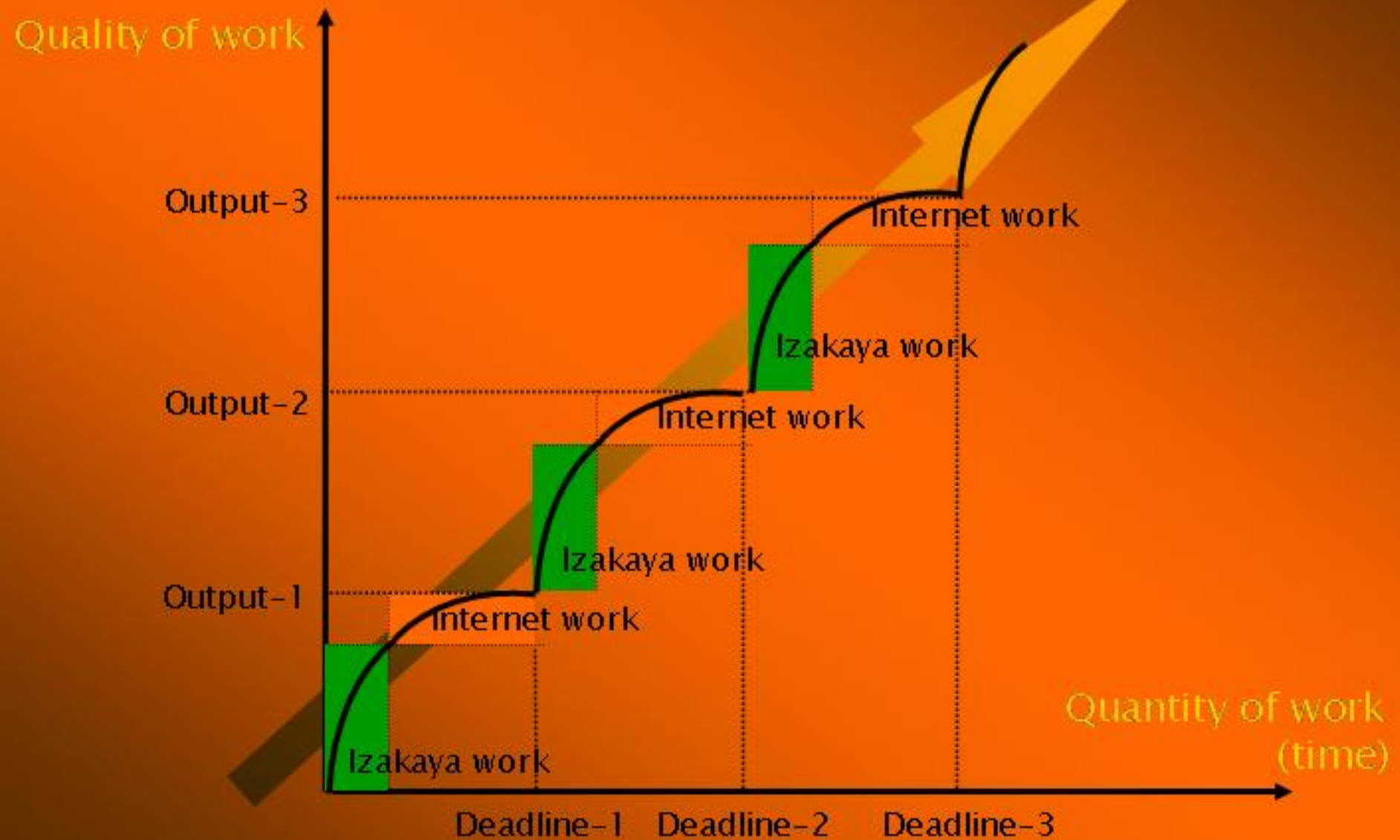
creative, emotional, communicative

- Virtual space

Internet to produce substantial output (anytime)

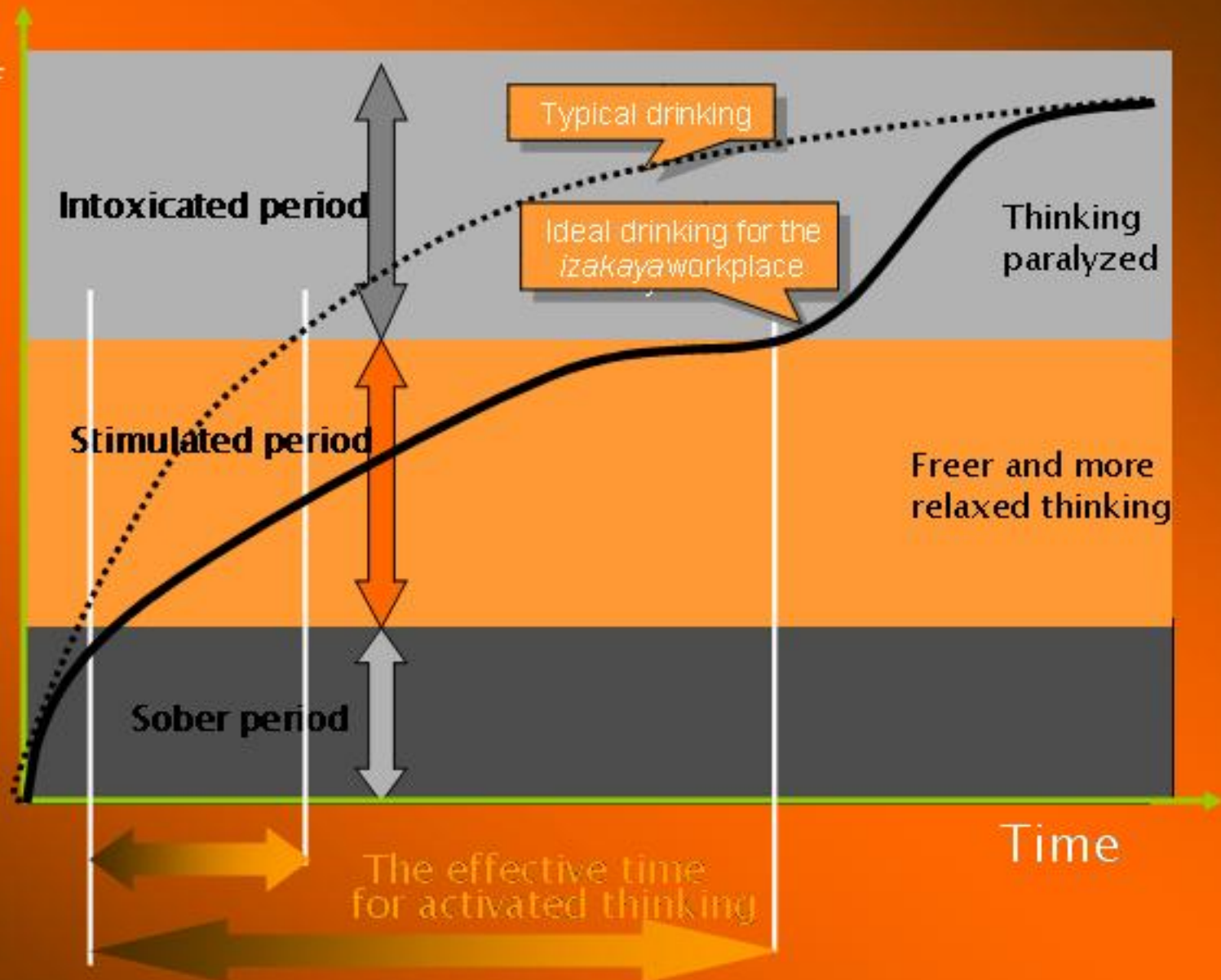
efficient, flexible, productive

Different Competences

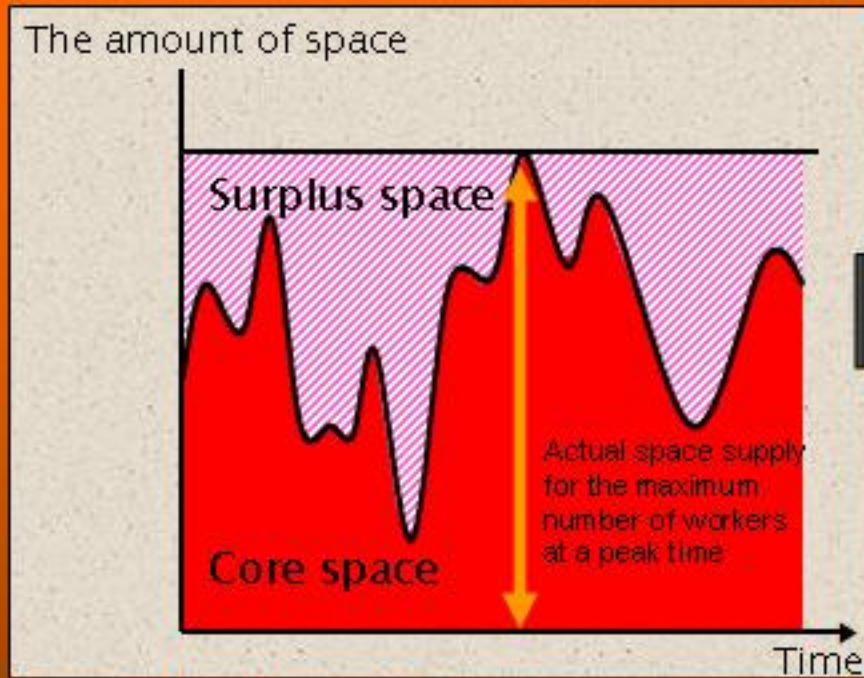


Influence of Alcohol on Thoughts

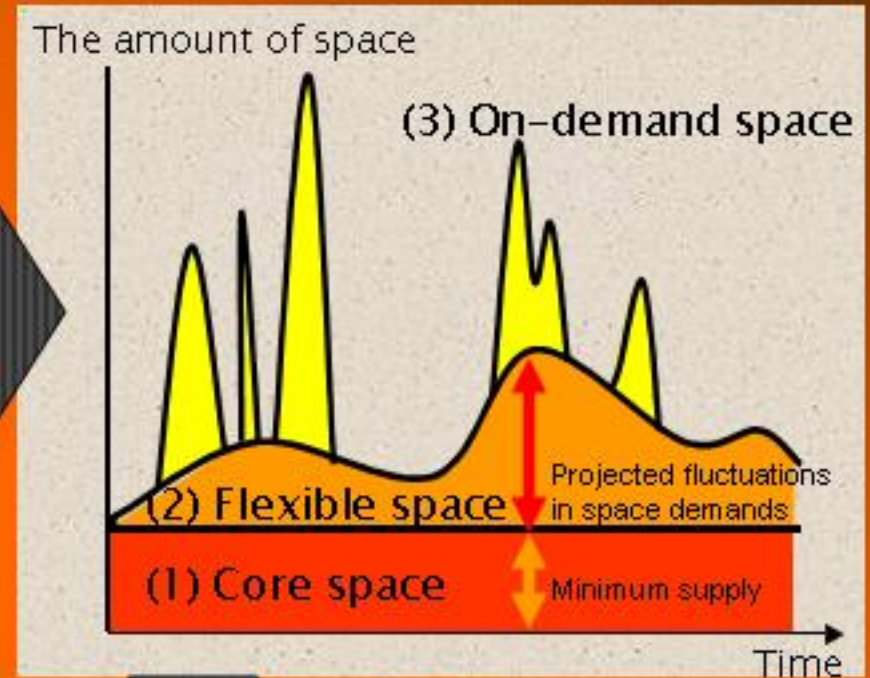
The degree of intoxication



Space Efficiency

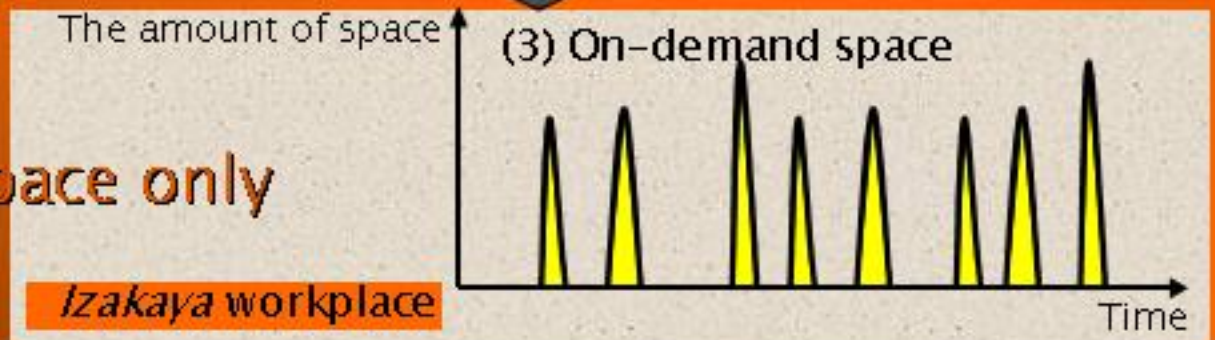


Typical existing office



Efficient space supply

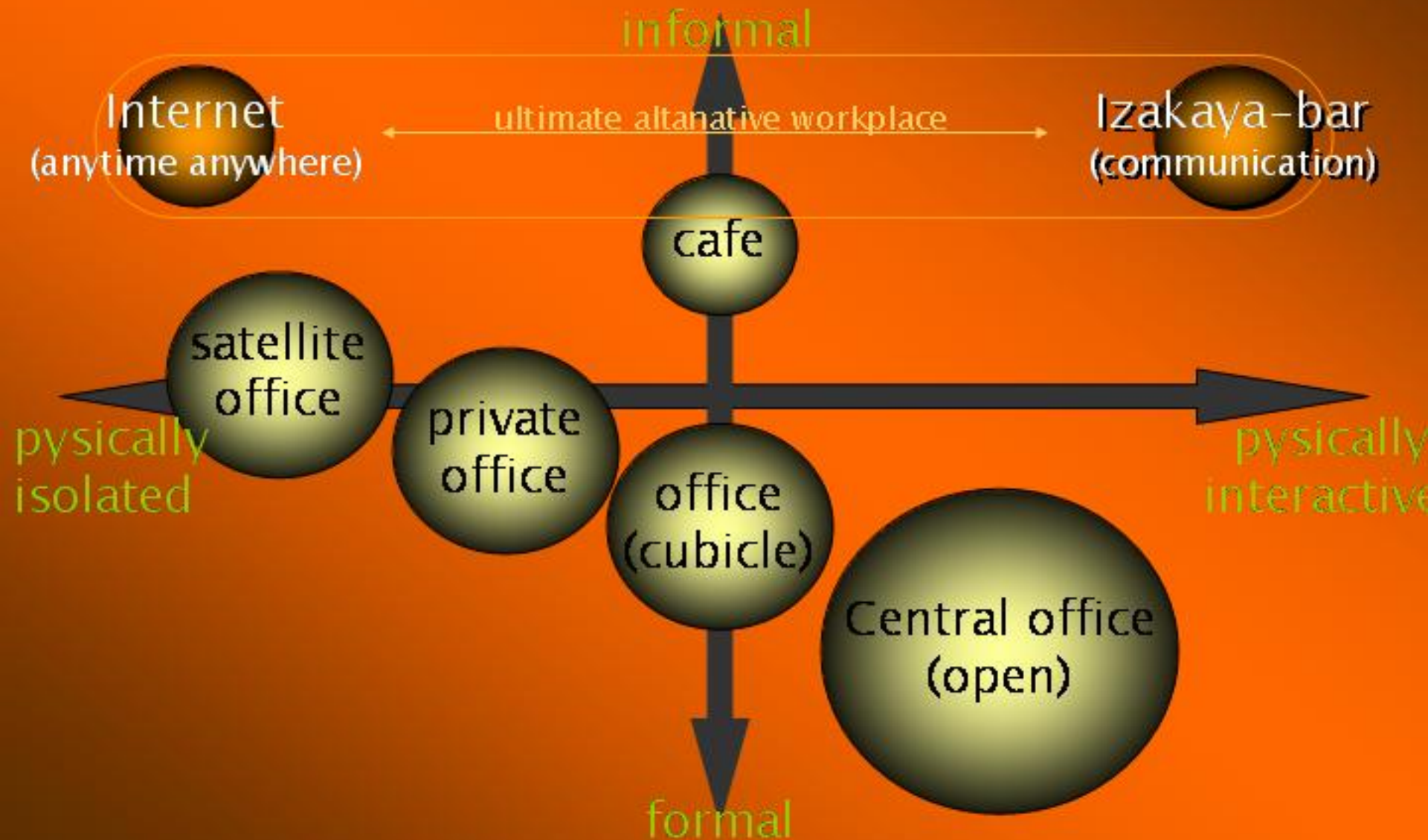
On-demand space only



Izakaya workplace

Comparison of Workplaces 1

regarding formality and interaction



Comparison of Workplaces 2

regarding costs, productivity, & QOWL

	Productivity (creative work)	Productivity (routine work)	QOWL (worker)	Occupancy cost (company)
Central office	△	△	△	△
Satellite office	△	suitable	Possible	efficient
Virtual workplace	△	Best suitable	Most possible	Most efficient
Reduced office + Internet	△	Best suitable	Possible	efficient
Reduced office	△	△	△	efficient
internet	△	Best suitable	Most possible	Most efficient
Izakaya & Internet	Best suitable	Best suitable	Most possible	Most efficient
Izakaya	Best suitable	△	Most possible	Most efficient
internet	△	Best suitable	Most possible	Most efficient



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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

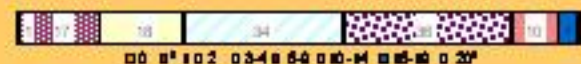
Services (81); Manufacturing (21); Government, education (17); NA (2)

Result

Q1. What kind of alcohol do you like?



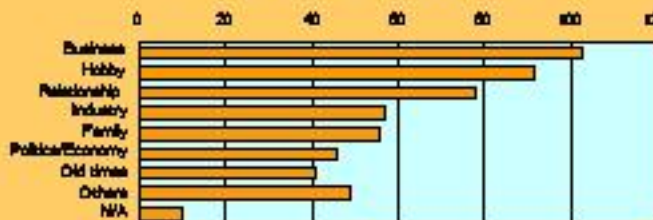
Q2. How many times do you go to a bar per month?



Q3. At what percent do you drink with coworkers IN YOUR COUNTRY?



Q4. What is the most frequent topic with your colleagues at a bar? (Check all that apply)



Q5. What do you think of talking about business at a bar?



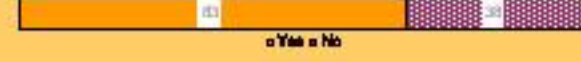
Q6. Have you ever experienced coming up with a business idea at a bar?



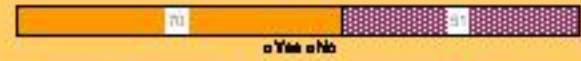
Q7. Have you ever come up with a idea that resulted in business at a bar?



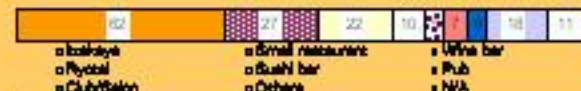
Q8. Have you ever come up with an idea while drinking with friends?



Q9. Have you experienced forgetting a business idea coming up at a bar?



Q10. Which bar would you think is the best to produce an idea?



Q11. How many people in a group would you think are the best to produce an idea at a bar?



Q12. Who tends to discuss an idea with you, do you think is the best to produce an idea at a bar?



Q13. Which would you think is the best to produce an idea at a bar, a group of mixed generations or the same generation?



Q14. What combination of occupations in a group would you think is the best to produce an idea at a bar?

Q15. Which would you think is the best to produce an idea at a bar, a group of mixed positions or the same?

Q16. What would you think is the most probable level of success at a bar to produce an idea?

Q17. What would you think is the most probable level of success at a bar to produce an idea?

Q18. Have you ever failed in coming up with a idea at a bar?

III. Hypothetical work options

Q19. What percentage of your job do you think is possible to work outside of office using the Internet?

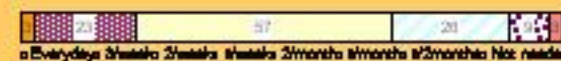
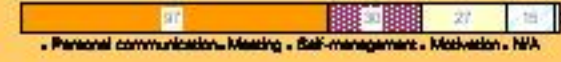
Q20. What would you think is the biggest problem(s) if you telework outside of office? (Check all that apply)

Q21. Should you think the "biggest problem(s)" can be compensated by communication at a bar?

Q22. How often would you think that to face something is needed if you telework?

Q23. Are you interested in working using the combination of the Internet and bar?

Q24. What types of occupations do you think like "I want to work at a bar" work style is most suitable for? (Check up to 3)



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 worke 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.



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Manga Izakaya Workplace

By Dai Sogawa



さらしくじ
 ハモ湯び
 ふぐ皮ホ
 かつを刺
 たい刺
 さけ刺
 しめさば
 りじす
 はだす



厚揚げ 600
 湯び 550
 ふぐ皮 450
 かつを 450
 たい刺 400
 さけ刺 400
 しめさば 350
 りじす 刺 300
 はだす











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.



Why don't you try
Izakaya-bar & Internet workstyle
instead of
working at office ?

THANK YOU