WHOWLEDGE AGE WORK

智本时代, 我们如何 工作

施道红/著 梁玲/译

Author: Shi Daohong



施道红/著 梁玲/译 Author: Shi Daohong

In the Knowledge Age

HOW DO WE WORK

智本时代,

我们如何工作

辽宁科学技术出版社

环境——创新的触发器 ENVIRONMENT, TRIGGER OF INNOVATION

创新来自"偶遇" ——非正式交流的魅力 Good Air Comes from Plants	14
平衡我与我们 Water, King of Medicines	22
能让情感连接的空间才 是创新的空间 A Space Where Connection Takes Place is the One Where Innovation Happens	26
把自然带入办公空间 Bringing Nature Into the Office	32
让艺术帮我们创新 Innovate with Art	34
无序的曲线大于有序的直线 Chaotic Curves > Orderly Lines	38
个性化,才是办公空间 正确的打开方式 Individuality is the Way for Correct Office Space Design	42

公司文化看得见 CORPORATE CULTURE, MAKE IT VISIBLE

办公室里的"破窗效应" "Broken Windows" Effect in Offices	50
借小物来承载大文化 Small Things for Grand Culture	52
空间即品牌 Space is Brand	54
空间布局就是公司文化布局 Spatial Layout is Corporate Culture Layout	60
环境塑造互动方式 Environment Shapes the Way of Communication	62
会议室也有正能量 Meeting Room with Positive Implication	66
办公环境的福利更彰显文化 Well-beings of Office Environment is an Expression of the Corporate Culture	72
空间的"无用"之用 Make Good Use of the "Useless" Space	76
为未来而设计 Design for the Future	80

越工作越健康 MORE WORK, MORE HEALTHY

好空气,种出来 Good Air Comes from Plants	88
水,百药之王 Water, King of Medicines	92
吃出百岁的秘诀 The Eating Secret to Longevity	98
小心!灯光有毒 Watch Out, the Lamplight is Toxic	102
今天你坐了多久? How Long Have You Been Sitting Today?	106
一把好椅子,守护脊椎健康 A Good Chair, Protection for the Health of Your Spine	110
温湿适宜,才能愉快地工作 Proper Temperature and Humidity, Enjoyable Working Environment	114
噪声会让工作效率更高? Will Nosies Bring Higher Working Efficiency?	118
压力无害,请放心品尝 Pressure is Harmless, Relax and Enjoy It	122
你的办公室"色"么? Is Your Office Decorated with Color?	126

施道红/著 梁玲/译 Author: Shi Daohong

In the Knowledge Age HOW DO WE WORK 智本时代, 我们如何工作

辽宁科学技术出版社

目 录 CONTENTS

环境——创新的触发器 ENVIRONMENT, TRIGGER OF INNOVATION

创新来自"偶遇" ——非正式交流的魅力 Good Air Comes from Plants	14
平衡我与我们 Water, King of Medicines	22
能让情感连接的空间才 是创新的空间 A Space Where Connection Takes Place is the One Where Innovation Happens	26
把自然带入办公空间 Bringing Nature Into the Office	32
让艺术帮我们创新 Innovate with Art	34
无序的曲线大于有序的直线 Chaotic Curves > Orderly Lines	38)
个性化,才是办公空间 正确的打开方式 Individuality is the Way for Correct Office Space Design	42

公司文化看得见 CORPORATE CULTURE, MAKE IT VISIBLE

办公室里的"破窗效应" "Broken Windows" Effect in Offices	50
借小物来承载大文化 Small Things for Grand Culture	52
空间即品牌 Space is Brand	54
空间布局就是公司文化布局 Spatial Layout is Corporate Culture Layout	60
环境塑造互动方式 Environment Shapes the Way of Communication	62
会议室也有正能量 Meeting Room with Positive Implication	66
办公环境的福利更彰显文化 Well-beings of Office Environment is an Expression of the Corporate Culture	72
空间的"无用"之用 Make Good Use of the "Useless" Space	76
为未来而设计 Design for the Future	80

越工作越健康 MORE WORK, MORE HEALTHY

好空气,种出来 Good Air Comes from Plants	88
水,百药之王 Water, King of Medicines	92
吃出百岁的秘诀 The Eating Secret to Longevity	98
小心!灯光有毒 Watch Out, the Lamplight is Toxic	102
今天你坐了多久? How Long Have You Been Sitting Today?	106
一把好椅子,守护脊椎健康 A Good Chair, Protection for the Health of Your Spine	110
温湿适宜,才能愉快地工作 Proper Temperature and Humidity, Enjoyable Working Environment	114
噪声会让工作效率更高? Will Nosies Bring Higher Working Efficiency?	118
压力无害,请放心品尝 Pressure is Harmless, Relax and Enjoy It	122
你的办公室"色"么? Is Your Office Decorated with Color?	126



仅仅在100年前,几乎99%的人还没有工作,朝 九晚五更不存在;不过,亨利福特写下了工业时 代的第一页,他将汽车的生产流程分为精细的步 骤,工人们只需完成某一步,保证没有错误,就 可以得到工资。工业时代创造了"工作"这个词。 在这本字典里,人=机器。大部分工作的人不需 要思考,他们有操作手册,机械地重复工作,只 要不犯错误就万事大吉。

只是,突然间,技术改变了一切。 机器可以代替人 "做"事情,甚至可以代替人"想"事情。我们开始 发问——未来的工作中,人有什么竞争力? 可能,唯一使我们胜出的,是我们的创造力与我们的人性。未来的工作需要我们释放创造力,释放出我们的潜能,展现出我们之所以为人的一面——我们的爱、希望、勇敢、善良、欲望,甚至是恐惧。未来是创造力的竞争,它将越来越激励,越来越迅速。可悲的是,很多组织还沉溺于旧的工作模式——人="机器"。丝毫没有察觉到外面竞争者的敲门声。

Barely 100 years ago, almost 99% of the population did not have a job, let alone a nine-to-five job. But as Henry Fort turned a new page of the Industrial Age by breaking down the process of car production by steps, workers were only responsible for one of the steps and got paid if they made no mistake.

The Industrial Age creates the word "work" that denotes human beings equal machines. Most people working did not have to think, as they have the operation manual. All they had to do was mechanical repetition without making mistakes.

However, all of a sudden, technologies have changed everything. Machines can "do" things for human beings, even "think" for them. We begin to wonder, what edges do human being have in the future work? Perhaps, we can only rely on two things to win the combat with machines: Our creativity and humanity. We need to develop our creativity and potential, and present ourselves as human beings who possess the qualities of love, hope, braveness, kindness, desire, even fear.

Future competition is all about creativity; it's becoming more and more fierce and rapid. Sadly, a large number of organizations are still stuck in the room of the old "humanbeings-are-machines" mode, without even noticing knock on the door by their competitors.





工作不仅仅是一个地点,或者是我们赚钱的途径,而是一种活法,是我们表达自己的方式,让我们获得成就感,让我们感受到"活着"的状态,甚至给了我们生命的意义!工作让我们越来越健康,越来越聪明,甚至越来越幸福。每个人都可以爱上工作。

这就是我们的愿景,我们希望通过我们的努力,致力于带给面向未来工作的所有人,一个能守护健康、 激荡创意、拥有独特文化标识的办公体验。

这就是TOP的意义所在!

Work is not merely about going somewhere, or a way to make money; it is a way of living, a way that we express ourselves, gain a sense of achievement, feel alive and even find the meaning of life!

We become healthier, smarter and even happier. Everyone will love to work.

This is our vision that with our efforts, all office workers in the future can work in an environment that is good for people's health and innovation and that features unique cultural marks.

This is what TOP is about!

普华永道的一项针对于 CEO的专业调查显示: 61%的CEO表示,创新是 其业务的重中之重。

在硅谷,"人与人的互动交流与反馈能激发创新"已然成为一个信仰,不容置疑。我们积累的知识已让我们能够自信地说:创新,

不再是偶然,而是必然。

A research of PWC specially designed for CEOs showed that: 61% CEOs said that innovations were the priority among priorities of their businesses. In Silicon Valley, "the interpersonal interaction and feedback can stimulate innovations" has become an undisputable belief.

The knowledge we have accumulated makes us say confidently that: innovation is no longer accidental, but inevitable.

ENVIRONMENT, TRIGGER OF INNOVATION

