

The companies of the future are flexible

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the global world**





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B-society is a global organisation with the mission to widen the time frames in society, in the labour market as well as in the institutions.

Our daily rhythm is genetically determined, and there are great variations as to when and how long an individual needs to sleep during the course of a 24-hour day . Research indicates that there are significant health consequences for B-persons who attempt to adapt to the traditional 9 to 5 clock-based societies. That is just one reason for arranging social time frames so that they more flexibly accommodate the variety of our individual daily rhythms.

B-society works for the following:

- Working hours should be adapted to people's different daily rhythms. Make it possible to start work at A-time (7-8 a.m.) or B-time (10-11 a.m.). This will increase the productivity in companies, increase quality of life, decrease sickness absence and reduce stress.
- Schools should adapt to people's different daily rhythms. Research shows most people function as B-people between the ages of 12 and 20. The primary schools and upper secondary schools should reflect this by offering teaching in both A-rhythm and B-rhythm with starting times at either 8 a.m. or 10 a.m.
- The opening hours of kindergartens should be made flexible so they suit the different rhythms of families. For example every fourth institution could introduce new opening hours from 10 a.m. to 8 p.m.

Clear and marked benefits come from a consideration of our biological differences – better health, better learning, increased productivity, better infrastructure utilization, and a general increase in work/life satisfaction and quality of life.



B-society works to create flexible workplaces where the working hours match people's biological, individual rhythm.

The workplaces of the present have primarily been designed for A-persons in spite of the fact that there is a majority of B-persons in the population.

That is why we support, inform and B-certify companies that aim at introducing frames for the employees that consider the individual daily rhythm which entail increased quality of life and secures top performances.

Our daily rhythm is genetic

Recent research has shown that our daily rhythms are genetically based.

B B-person is both a popular and a scientific term for a person who wakes later in the morning and usually does not feel energetic until after 10 a.m. On the other hand, the B-person can be productive until very late in the evening, and will not usually begin to feel sleepy until after midnight or later.

A In contrast, the A-person wakes early in the morning – commonly around 6 a.m. – and may feel energetic right away. Along with this early rising tendency the A-person gets tired early, and consequently will often be asleep around 10 p.m.

Research shows that over 60% of the population are by nature either distinctly or partially B-persons. That means that their natural tendency is to go to bed later and get up later. B-persons' genetically based daily rhythm does not fit into the A-dominated work schedule, where work starts early based on fixed ideas about the times that are most effective for work. The main part of the world's population does not function either naturally or optimally with working hours with a fixed start and finish somewhere between 7 a.m. and 5 p.m. Research shows that you simply work less effectively when you are not in line with your biological rhythm. Furthermore, research documents that B-persons get far less sleep during the week than A-persons, and that they therefore tend to spend their weekends trying to compensate for this lack of sleep.



The Best companies unite productivity and quality of life

The good working life – for everyone

Unfortunately, most companies follow work schedules designed to fit the rhythm of A-persons, despite the fact that more employees are functioning as B-persons than as A-persons. This misaligned orientation of work timing and the natural rhythms of the work force results in a huge daily loss of potential production and creativity. The art of management, today and in the future, will be to organise companies in harmony with peoples' different biological rhythms, as this will mean not only increased productivity for the company, but also increased quality of life for the employees. The reduction of absence due to illness is predicted to be a significant benefit as well.

Give A-persons A-working hours.

Let them begin work as early as they are ready in the mornings.

Give B-persons B-working hours.

Let them begin work after 10 a.m., when they will deliver peak performance to the company.

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good reasons for designing the workplace so it supports both A-persons and B-persons

- Productivity increases markedly when people work during the time frames where they peak physically, emotionally and mentally
- Freedom and flexibility are values that attract talent. It is a good card in the struggle for the best employees from among the labour force
- Globalisation demands that successful companies spread working hours over a longer time span
- Company equipment and space is used most efficiently over longer equivalent time spans – without the need for overtime scheduling
- Empowering employees to organise their own lives increases quality of life and reduces stress and sickness absence.

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