

BAlive

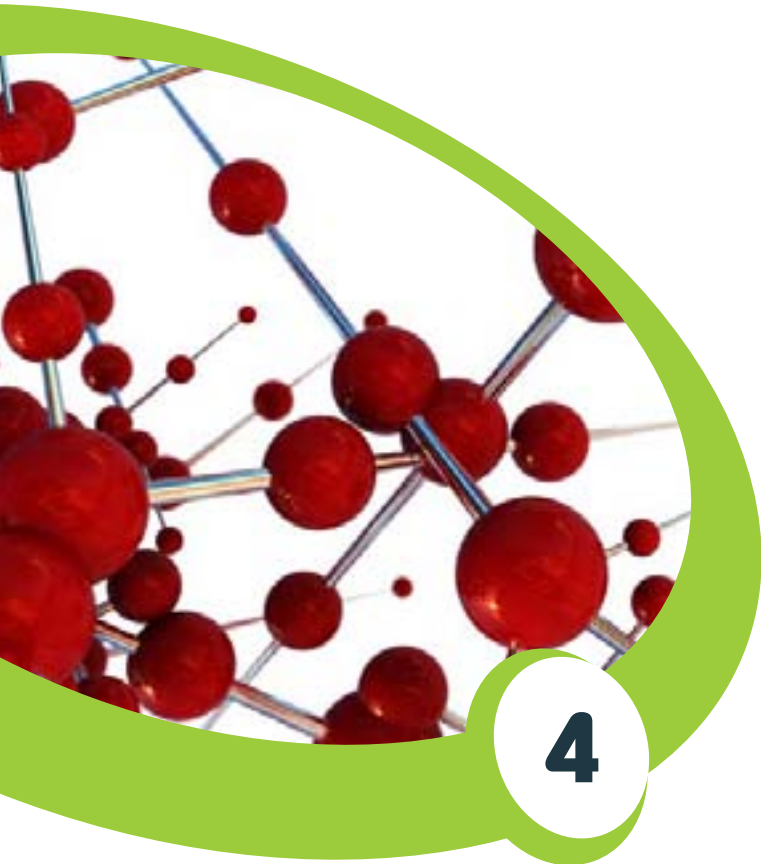
INTERNATIONAL Magazine

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1ST YEAR

THEME:

B-people

The global workforce



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Viva La B-revolución

Welcome to the first edition of the B-Alive Magazine!

We are proud to announce that the B-society has existed more than a year now and that we are growing in numbers every day.

ALONG WITH OUR Danish headquarters, we now have sister organizations in Norway, Sweden, Finland, and soon Germany, France, and the Netherlands. And we are setting up a new headquarter in the US. We have considerable interest from Asia, Australia, the US and the United Kingdom, both from the media and from B-people across the world. To this date, we are 7500 members.

THIS EDITION marks another turning point - the re-launch of our global news and info site, b-society.org. We hope that more members will join from across the globe, that our current members will be interested in starting/partaking in B-activities (perhaps through a local start-up organization), writing articles for the B-Alive Magazine, building debates online, and most importantly, spreading the B-word to every nation on the planet.

OUR AMBITION with this magazine is to deliver visions of the future's society and create it at the same time. You'll not find 40 new ways to having sex here; or any 20 hot handbags. You will instead meet pioneers, who can think outside the box, who are going in the opposite direction, and who are following their own Beat. Say hello to The Holiday Show, a rock band consisting only of B-members, meet super-tech wiz

Preben Mejer from Innovation Lab, who gives his take on the future of our world and work. Read about the best ideas occurring at nighttime by our guest columnist, who's an acclaimed architect, or find out more about the elusive "B-gene", which basically determines your work-style and life.

THE THEME for this first magazine is obvious - viewing B-people as the future's global workforce. Our societies are on their way - yet we want to revolutionize the world; we want to create a more flexible society, where it is possible to work after 10 am, and where day care institutions, kindergartens, schools, high schools, colleges, and universities are open to 10 pm. Let us create a society that supports our highly different ways of living and working - instead of sitting for hours on the freeway on our way to work, because our life is systematized by 8-16 or 9-5 work hours.

QUIET MORNINGS will give us quality life. It will solve transport and infrastructure issues that cost our societies billions every year, as we will be using the roads at different times of the day. If we work hours, where we are the most mentally and physically awake, our societies will be more equipped to tackle the global business, environment and our overall welfare: so, what kind of secrets lie within the B-gene, and how can B-people contribute to our competitiveness today and tomorrow?

Enjoy your reading,

Camilla Kring,
President of the B-Society



Make room for the -genes

Your ability
to work is
determined
by your genes

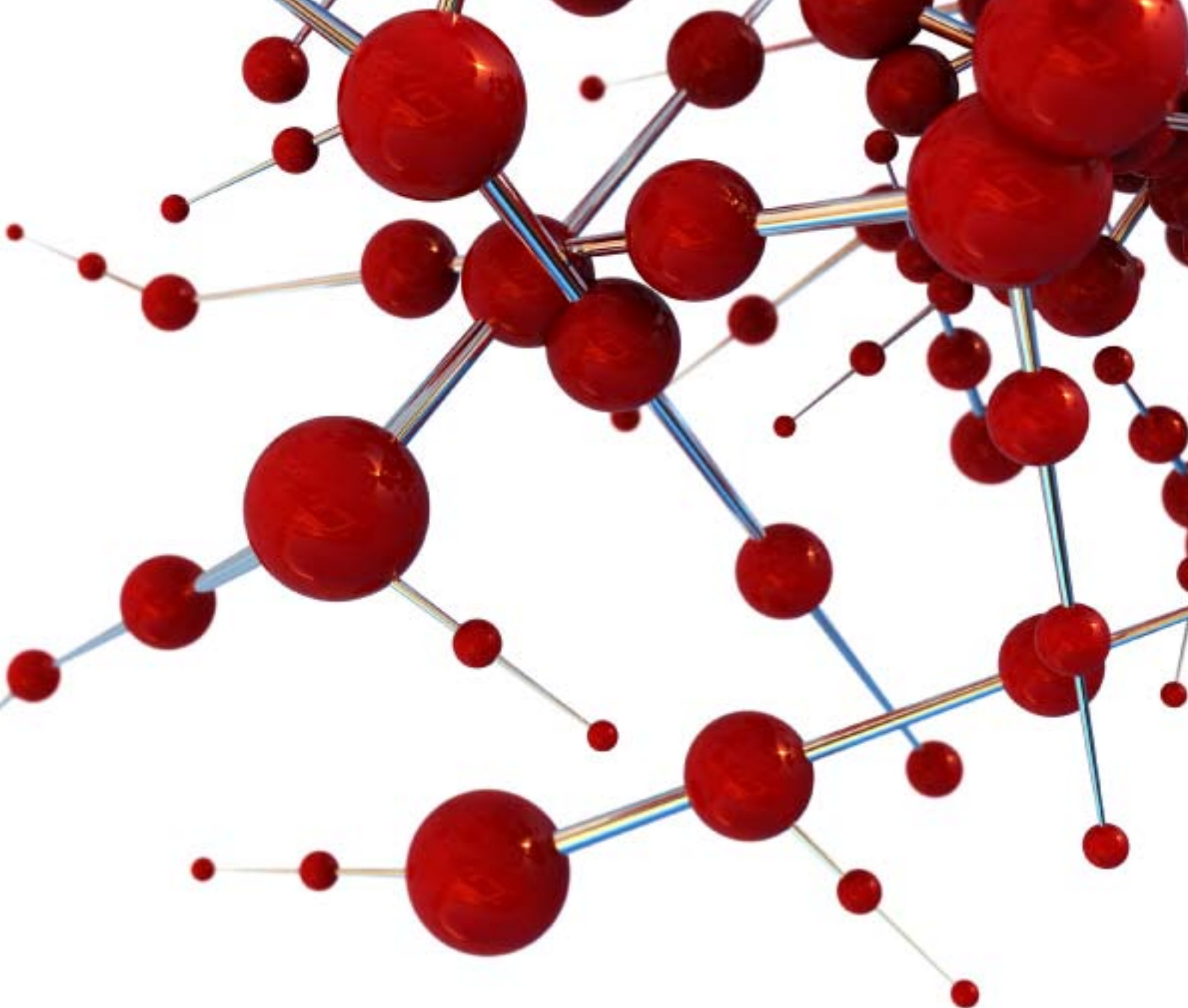
BY BO KURDAHL

Many might not like the idea that genes determine who gets the job and who doesn't. Yet new scientific studies show that differences in the gene setting in A- and B-persons are likely to be the crucial determinant of, whether the company gets the right kind of employee.

PER3

Studies run by Dr. Dijk from the University of Surrey in the UK show that the

PER3 gene, which regulates our sleep patterns, creates shorter protein chains for some people. The shorter protein chains affect people so that they tend to fall a sleep later in the night, and get up later the following day (in other words, a classic "B-person"). Also, tests indicate that B-persons – equally known as late-risers – are better at solving tasks than A-persons, when sleep-deprived. This does of course not mean sleep deprivation is a positive thing for either A or B, but it does go to show that B-persons are much



more flexible in using their brains, and that they are able to more successfully solve tasks at unusual times of the day. This kind of knowledge is naturally very valuable for employers, who need work done in the evening or at night-time, or when tasks demand a flexible staff.

Career Choice

Other studies show that our particular A or B day-rhythm affects our psychology, including our personal values and important choices in regards to business and career. Maria Lennernäs, a scientist at

Uppsala University in Sweden explains it thus: "Scientific reports show that the A-persons are disciplined and fixed in their principles. They are more likely to follow the rules, more rigid, and they work well in set work patterns. B-persons however, survive better when they are able to work freely within the work situation. They are more curious, they are apt to run risks and they tend to be more out driven and less abiding. This is evident in the kind of subjects B-persons usually choose to work within, such as journalism, psy-

chology, acting and art, whereas A-persons are more likely to be found in the areas of economics, law, accounting and business."

Camilla Kring, President of the B-society, points out that the consequences are obvious: "There is an enormous waste of human resources in the A-dominated society, which consists of rigid meeting times and misconceptions about effective work hours. We are living in an age, where much of the work being done is independent of time and place.

More and more people can work wherever and whenever, and more and more work is invisible to the production process". She concludes: "release the talented brains, make way for the employees' inherent and natural differences. Let them work at those hours of the day, when they are the most productive. It does demand a little more planning and organizing from the companies during the start-up phase; however, the challenge should always be to unify the individual rhythm with the rhythm of the organization." ●

10

ways to make the job fit you

BY BO KURDAHL AND MAJ RØRBÆK DAMGAARD



1 THE OBVIOUS ONE: choose the right profession. B-persons more often than not work as journalists, artists, self-employed, at hospitals and other places, where they are able to control their work times, or work at night. Therefore: look for those work areas, where freedom and flexibility already is part of the plan.

2 TALK TO YOUR BOSS about how your work can be arranged more flexibly. You have everything to gain and nothing to lose. Highlight the advantages with a ready and awake employee.

3 PUT THE SUBJECT UP already during the job interview. Refer to the B-society and your membership!

4 CREATE A CONTRACT that supports your need for flexible work hours, hereunder meeting times and/or stay-at-home workdays.

5 BECOME AWARE OF YOUR DAY RHYTHM: take advantage of those hours where you function the best. Give yourself time to relax those times of day, where you are drained from energy anyway. Don't put pressure on yourself.

6 DON'T RUSH IN THE MORNING. Give yourself quiet time in the morning. Let your body and brain start up in their own time and pace.

7 HAVE YOUR CHILDREN CARED FOR in an institution with B-hours, so you do not have to stress in the morning - and you do not have to pick them up at the same time you are peaking work wise.

8 IN MANY DIFFERENT BUSINESSES, you can solve a majority of your tasks in the evening (by the computer at home). Take a morning nap instead, knowing that you will have done your work by the end of the day.

9 QUIT THE SCRUPLES about being a late riser! You can only work at those times, when you are the most awake anyway. Don't worry about weird looks from colleagues and friends - remember you are genetically disposed this way, and that more than 25% in the world feel exactly the same way as you do.

10 A SMALL TIP for those days, when you can't take any more hints from your boss. Send your emails via www.l8r.nu/translations - You can time your emails so they look like they are sent at 7 in the morning, and not at midnight the night before.

! AND REMEMBER: the B-society is not your excuse for extra sleep! - Join us in taking action for a more flexible society. You are always welcome to contact the B-society, if you need support at your workplace, or if you are thinking of making your company more suitable for both B-persons and A-persons.

B

ON THE ROAD



In the summer of 2007, the B-society conducted a study on the relation between work hours and infrastructure problems in Denmark, in collaboration with the Danish Road Association.

The study concluded that B work hours can participate in solving the problems that face the Danish infrastructure. No less! Just think – we only use the roads 4 hours maximum during the day – and still we are talking about

building more roads.

The solution to the infrastructure problem could be loosening up the fixed meeting hours to and from work - which would also mean a change in the opening hours of institutions, both public and private. An example of a constructive solution could be that every fourth institution has an opening interval from 10 am to 8 pm, which would solve the problem for many B-persons and their B-kids.

B for Beatles

The four members of the upcoming band **The Holiday Show** are all B; they play a kind of pop-electro-indie, their debut album will be released this spring of 2008. Oh and they came up with their name late at night.





In a deserted street in Copenhagen, The Holiday Show band has created a studio and a rehearsal room. Each one of the band members is a B-person, and very willing to talk one late Wednesday afternoon to B-alive Magazine about role models, ambitions and how they never would have found their name if they had been A.

"Did I start it all?" Morten ponders after a short debate on who was the first to join the B-society. Everybody agrees; Morten was the first B-member in the band. The bass player continues; "It just sounded like the right thing to do; I mean, relating to how our entire society is scheduled. Basically there were majorly great arguments being put forward in this society that were right-on about things", he explains, and the mates nod approvingly.

There has to be room for everyone

Morten goes on: "It doesn't matter if you are an A-person or a B-person, because in my world there has to be room for everyone. The most important thing is that we don't

get set on a certain way of thinking and structuring our society. If one thinks about it, it is kind of weird that we have to work exactly between nine and five.", and Casper the lead singer adds, "I prefer to work in the evening, because that's when it is the most quiet."

Am I the crazy one?

The group quickly agrees that they've all experienced not-so positive reactions to their "alternative" day rhythms. "I hear it all the time. From my girlfriend, my family" explains the drummer Mads. "It isn't considered a regular job that I go out here and sit all day and evening in rehearsal", he says, but adds that things are in many ways going in the right direction; like the longer opening hours for shops in the City, compared to the recent past. Casper too recognizes the problem: "I meet a lot of prejudice because I am a late riser. People will ring me up around 11am and I'll be sleeping, and they instantly scoff at me - like I'm the one who's all crazy."

B for Beatles

The conversation turns towards role models, but the band members are re-

luctant to mention any names, although they all, in Casper's words "listen to a s***load of music". Morten is brave enough to mention the Beatles though. They begin with a B; he tries to joke without much luck. More soberly, Mads mentions the Bee Gees. Whether it is a coincidence that they begin with a B too, is unknown... Instead, the band is happy to talk about their motivation: "the starting point is that we have to feel great about it - that it is something we like doing", Troels says.

The Ultimate Weight Loss Challenge Holiday Show

At the end of the interview, they reveal that their band name couldn't have been created, unless they were B-persons. They are named after a TV program that Casper once watched very late at night. It was called "The Ultimate Weight Loss Challenge Holiday Show". The rest of the band thought it was a bit too long, so they ended up with the name "The Holiday Show". And, the band is not hesitant to reveal the title for their upcoming debut album, which is most likely going to be "The Ultimate Weight Loss Challenge". ●

The Holiday Show consists of Casper Castello (vocals and guitar), Morten Sylvest (bass), Troels Hammer (keyboards), and Mads Rønbjerg (drums).

The band was formed in 2005, and has since been recognised in the Danish music underground networks. They received a MyMusic scholarship in 2006, and have played at the esteemed live venues Rust and Vega in Copenhagen, Voxhall in Aarhus and on Skanderborg Festival in Denmark.

The Holiday Show's debut album is expected for release in spring 2008. For more information on tour dates and to hear singles, check www.myspace.com/theholidayshow



A future journey

with Lab agent Preben Mejer

BY MAJ RØRBÆK DAMGAARD

The B-society has existed for over a year now - and even if we have reached many goals, we do not dwell on the past! - Which is why the B-Alive magazine set out to investigate what the future will look like for a B-person.

With crossed fingers - wishing the future and our technology is on our B-side - I call up a very influential oracle: Innovation Lab's famous lab agent, Preben Mejer. Preben Mejer daily gives prime-time TV premonitions about IT solutions, intelligent products, and technological accessories and on how these futuristic wonders will affect our daily lives, even though they aren't exactly produced yet, or are too expensive for the average consumer to buy (or only available to very-ahead-of-the-game

thinking Asians). We're talking the global evolutionary stuff, which makes our mobile phones, computers and alarm clocks look like something dinosaurs tramped on, in a light year that has gone out ages ago.

Preben Mejer picks up the phone...not from the future, not exactly from his office either, but from home. It turns out he does dare to speculate about more than the technical marvels of the future.

Man and Machine

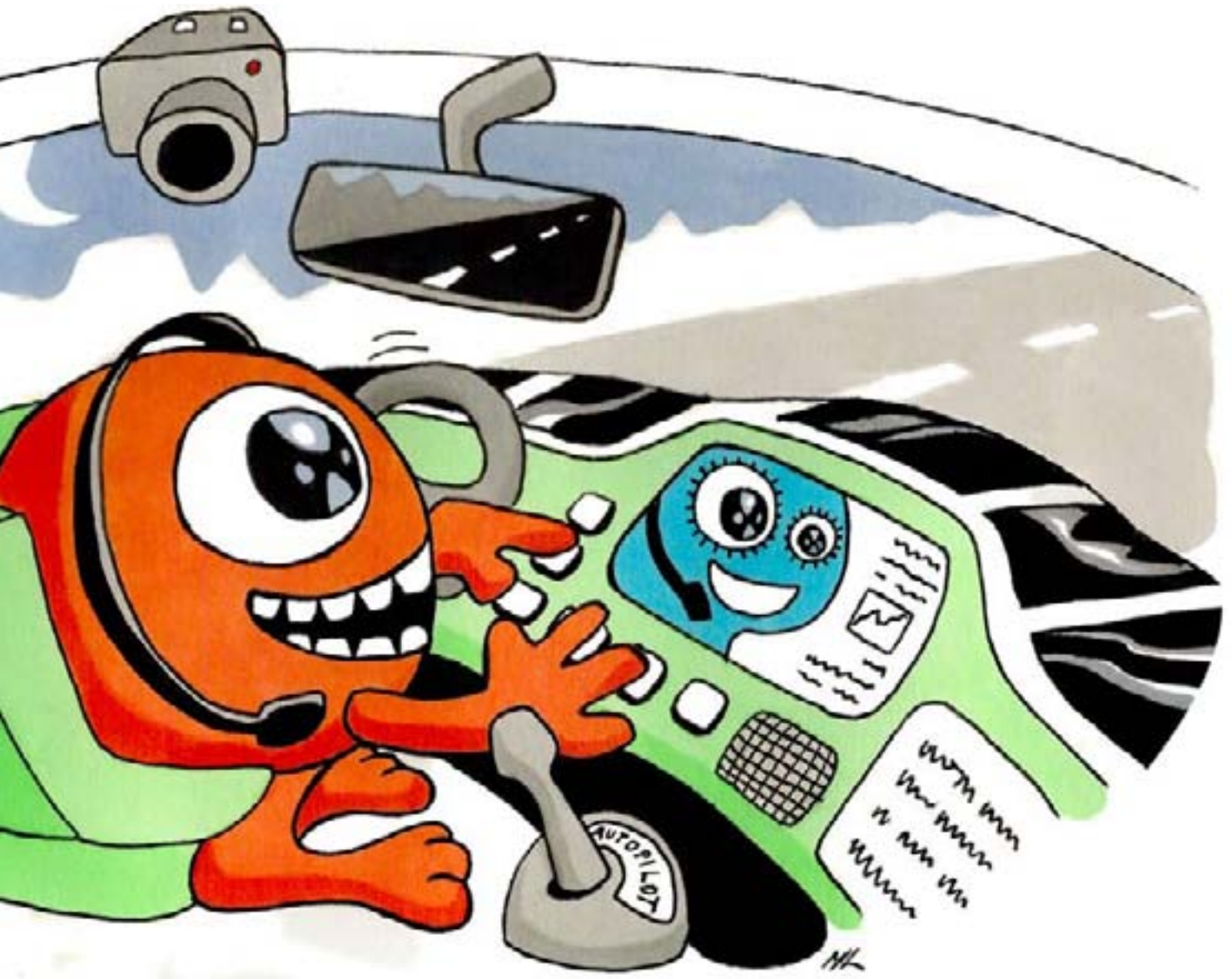
For Preben Mejer, the human being (life) and the machine (work) are intrin-

sically connected - for better or worse. "The set work hours of checking in and out, and the hierarchical organisation structure, these are all born out of the industrial mind-set and its focus on production. It's a mind-set, which originates from the steam engine, and not the human being. In fact, it goes against human nature; in reality we are nomads, who prefer to shift between where, when, and what we are working with. We are much more creative and effective, when we are in control of what we do and when - within measure, naturally. The industrial age's work structure is not the optimal exploitation of the indivi-

dual's resources."

The Steam Engine and the Internet

Preben Mejer carries on explaining how we are at the final stage of the industrial society (actually the post-industrial society), and just as the steam engine 200 years ago set a revolution in motion, so is the Internet the catalyst for the way we work today and in the future. "The Internet had its break-through around 14-15 years ago. This meant that we are now on our way to new structures, like companies changing into flat organizational structures. The next thing that will happen in the priva-



te sector, is a replica of the way we are already working on the Internet: the peer-to-peer structure, meaning people are working together in equal-levelled networks. In other words, we will have a vast network to feed off, with the focused intelligence at the periphery of the network. The logic behind this is on its way into the labour market. This means people are starting to work much more independently, they are taking on tasks by themselves, and they are solving them by themselves too - without any manager or boss defining or narrowing the strategy, the framework, or the time schedule. In this way,

top management no longer pushes the work down to the mid-level managers, who push the work further down the line - the so-called push-structure. We will be working more and more flexibly in the future."

The office is replaced by "multi-personal activities"

And how about Preben Mejer's own workday? Well, it turns out it looks an awful lot like both the future, and the B-society. "I go to my office for 2-4 hours every week; the rest of the time I'm on the road meeting clients, being on TV, or waiting in an airport. All those places are work places

for me. If I have to do some complicated task, I go back to my private home, which is where I concentrate more. That's where I am right now - and will be, for the next three hours working on something. Later this afternoon, I am going to a meeting at my office. In other words, total flexibility. Company quarters will have less importance in the future; there won't be need for that much space, because there won't be gathered that many people at the same time."

He explains that a place like the office is only used as a temporary meeting area with others in the future. "This is what we call

multi-personal activities: when we meet either at the same address or via different forms of equipment - such as TelePresence solutions- where you have an almost lifelike experience of sitting in the same room. The rest of the time you are on the road or at other places. There will still be factories and production facilities in the future, though the new rules will not apply here. Factories and production will undergo a massive transformation, however this is further down the line; and quite a different story."

The mobile toolbox

"Today there is already a



A future journey

with Lab agent
Preben Mejer



great emphasis on mobility - it is considered terrible if you are confined to your desk as in the old days. There will be more and more focus on available tools you can take with you, which support teamwork between humans who are working on a project - across time and place. One of the other things we will see is a unified communication structure, an inclusion of all the different communication forms we have right now; speech, mail, phones, etc. These will all mesh together and link to one another. An example could be receiving a voicemail in a mail attachment. Or when holding a videoconference, you automatically receive the necessary PowerPoint presentation from your mailing system at the same time. Everything has been moved over to the internet - this is why we will see an interconnection."

What comes after the Internet?

Since I am sitting with an oracle at the other end of

the line, and the only fraction of future I have in front of me is a robotic-looking vacuum-cleaner, I cannot resist the temptation of asking: What comes after all this? What will be the next revolution after the Internet?

"That'll take us a few years more! There will be a natural development over the next 10 years of what we have right now. Then we will probably see a mesh between bio and IT, which is at least 20 years away from getting its breakthrough. This will among other things be marked by supercomputers running on something else than electricity, and entirely new kinds of products. If one could say more on the subject, then we would be much closer to this change than already predicted. But first we need the development process we are in now, to mature, to top, and then for it to become a "normal" lifestyle for us. Then we are ready for the next revolution: historically, they usually arrive around every 60 years or so.

Stress and Evolution

All this flexibility is no sweat for a B-person, however, do we risk that people will become even more stressed, when work is no longer related to time or place? "Some people will experience more stress. Depending on what type of person you are, you will need more help to control time and set up structures in your life. Then there are others, who will have a fantastic time with this. Those, who have been active in the industrial age, will have to reset themselves. But the young ones, they won't be stressed at all - they'll only feel this is the most natural way to work." One can't help but wonder, if we are looking at some kind of human evolution? "Yes we are! However, this is also what happened, when we entered the industrial age. Before that time, we didn't have fixed work times at all. We worked by the sun's rise and setting. In the winter we slept more, and in the summer, we rose early.

When it was harvest season, we would work hard, and when this was done, we would relax. Then suddenly, we were thrown into these completely strange and very fixed structures, dictated by factories and the industrial revolution - and these are the same that we are now getting out of."

Naturally, there is only one thing left to ask Preben Mejer: are you a B-person? "Yes, I darn well can't get into action early in the morning. If I could choose, I would prefer to start around 10-ish and then work until 2 or 3 in the night. I just find it more natural, and I am more creative in the evening. Luckily, I have no fixed work hours, I can work on Sundays and take Tuesdays off, if I want to."

The phone meeting is over - and B-Alive magazine is able to conclude that the B-person is in for a great period - or as Preben remarked: "you will be worse off, if you fit the past." ●

Innovation Lab is an international knowledge centre for new technology within the fields of worldwide research, product development and entrepreneurship. Their goal is to communicate perspectives in a tangible way, in order for us lay-people to make sense of the technological devices and products that will fill our daily lives in the future. You can see more about their work areas and activities on www.innovationlab.net/en/



B-society in the Media

"A large survey that the University of Umea, Sweden, ran amongst Swedish 9th graders showed that 45 percent of the students were B-persons. Only seven percent were A-persons."

Quote from Dagens Næringsliv, 8th-9th Sept. 2007, Norway

"The industrial society is built on employees hating their job, and because of this, you must control them."

Stephen Alstrup, CEO at Octoshape, the world's first official B-workplace - selected by the B-Society

"Scientific studies show that A-persons prefer a greater deal of routine and fixation of habits; they eat and sleep at the same times all week. B-persons are more focused on freedom and more adept to taking risks. A professor in social medicine once said to me: without B-persons, new continents would never have been discovered."

Quote by Maria Lennernäs, professor at Högskolan i Kristianstad, Sweden; who researches in day rhythms

HEADLINES:

The Guardian, UK

Late and Great

Aftenposten, Norway

Angriber vekke-klokka! (Attacking the alarm clock!)

Frankfurter Allgemeine, Germany

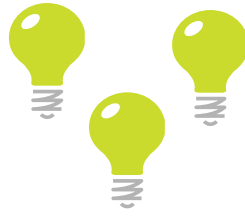
Freiheit für Langschläfer (Freedom for the late-sleeper/B-person)

Spiegel, Germany

Morgen-muffel starten Schlaf-revolution
(B-person starts sleep-revolution)

Quest-France, France

Les lèvetard danois s'organisent
(The late rising Danes get organized)



Do the best ideas occur at night?

The best ideas occur at night! B-people are more creative! You become more creative by sleeping late! People in creative subjects are often B-persons!

BY MAI-MAI ULRICH, ARCHITECT AND MEMBER OF DASKI, DANISH SOCIETY FOR CREATIVITY AND INNOVATION

These are statements you have probably heard in one way or another, yet whether they are true or not is neither statistically nor scientifically vouched for. Nevertheless, it is a common perception that there is a link between creativity and working at the weirdest times of the day.

What is creativity exactly? Everybody surely knows what it is, and yet it is very difficult to define accurately. A well-recognized description is that something is creative, when it is useful as well as original; original here meaning different from the normal or the commonly known. In other words, if you want to produce something cre-

ative, you have to move outside of the structures and patterns that we are familiar with.

Our entire existential being is built on pre-trained patterns - otherwise a regular day would be impossible for us to navigate through. If we were to always create novel solutions to all of our daily challenges, then even the act of brushing teeth would become a major undertaking.

Hurrah for habitual thinking!

Even so, progress, development, and a continuous urge towards a better life, demands that we challenge this habitual thinking all the time. There are in fact countless ways to get into thinking outside the box, and since we have the

habit of habitual thinking, we must somehow also possess an innate habit of the breaking of this. There does exist simple systems, which support the creative, habit-breaking processes: such as positive human environments, where it is okay to be different.

In addition, there is great importance in understanding the difference between when we are creative, and when we are expressing criticism. In other words, when we are creative, the ultimate solution is not always naturally a rational one. Instead, we think of open and varied possibilities, without focusing on an actual explanation or end result.

From childhood we have been taught norms and rules. We've learned to re-

late critically to other people's opinions. We've learned that there are the right answers, and the wrong ones.

To create something original demands that we provoke this learning, and this can be done by breaking those conditions, where-in our childhood learning is positioned in our conscience: getting up early, being on time, sitting correctly, do as we are told.

Maybe this is why so many creative people enjoy working at the weirdest hours of the day, when rationality seizes to rule, when the urge of anti-habitual thinking takes over, and the right to work effortlessly presides.

This is, when you become a B-person. ●

B Active!

Spread the B-word

We are looking for free articles from your local area that we can add to our future editions. The articles must be B-related, no more than 500 words long and in English.

If you think you have a good story or you have heard about some recent research or news, or maybe something completely different you deem is important for the B-community to know, please contact Sophie at sophiemr@gmail.com

Forward this magazine to your extended network, and get them to sign up as members!

Learn more about
B-society at

b-society.org

