

Creative workstyles



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Ergonomics and creativity

Human Factors NL

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My background

- Originally industrial design engineer (TU Delft)
- Design bureau, lecturer technical universities
- Management consultant office innovation
- 15 years registered as Eur. Erg. (until 2011)
- 25 years member ISO-workinggroup;
 - Revised ISO 6385:2016 and published ISO 26800
- Publications on new workstyles & innovation
- More on: [The workdesigner](#)

It is time for an update!

from
old ways of working

towards
new ways of working

Practice 1



Old:

- doing
- & routine



New:

- thinking
- & creation

Practice 2



Old:

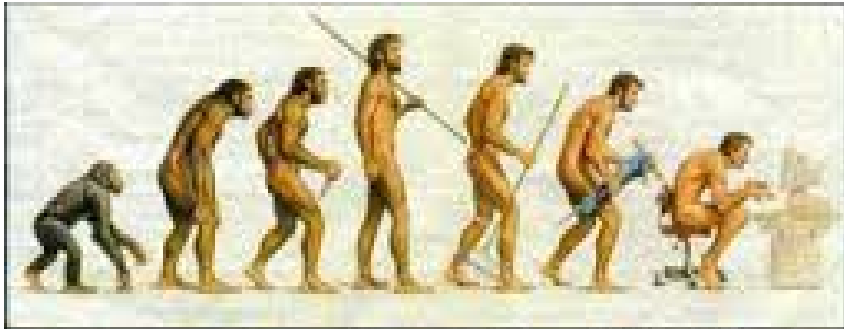
- Taylorization
- Top down steering
- Command, control



New:

- Tailor made solutions
- Bottom up steering
- Autonomy, leadership

Practice 3



Old:

- Fixed time
- Fixed place



New:

- Flexibel work
- Everywhere

Practice 4

Old

- Work and private separated



New

- Work and private mixed



Practice 5



Old

- Work is tiring
- Physical load
- Takes energy



New

- Risk: work overload
- Mental load
- Work can give energy

Problems on all levels

Climate change

Competition

Cooperation

Creativeness

Change the game?

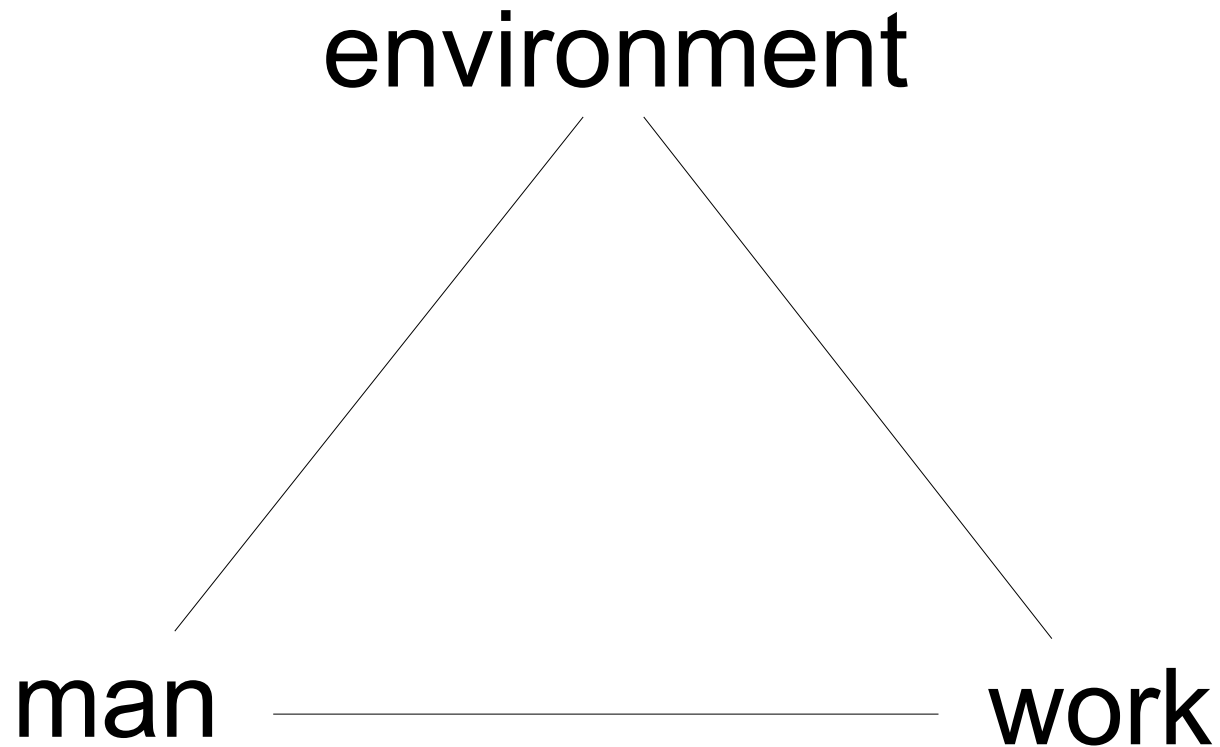
Rethink

Reorganize

Reconnect

Reorder

Ergonomics approach



Environment



Man



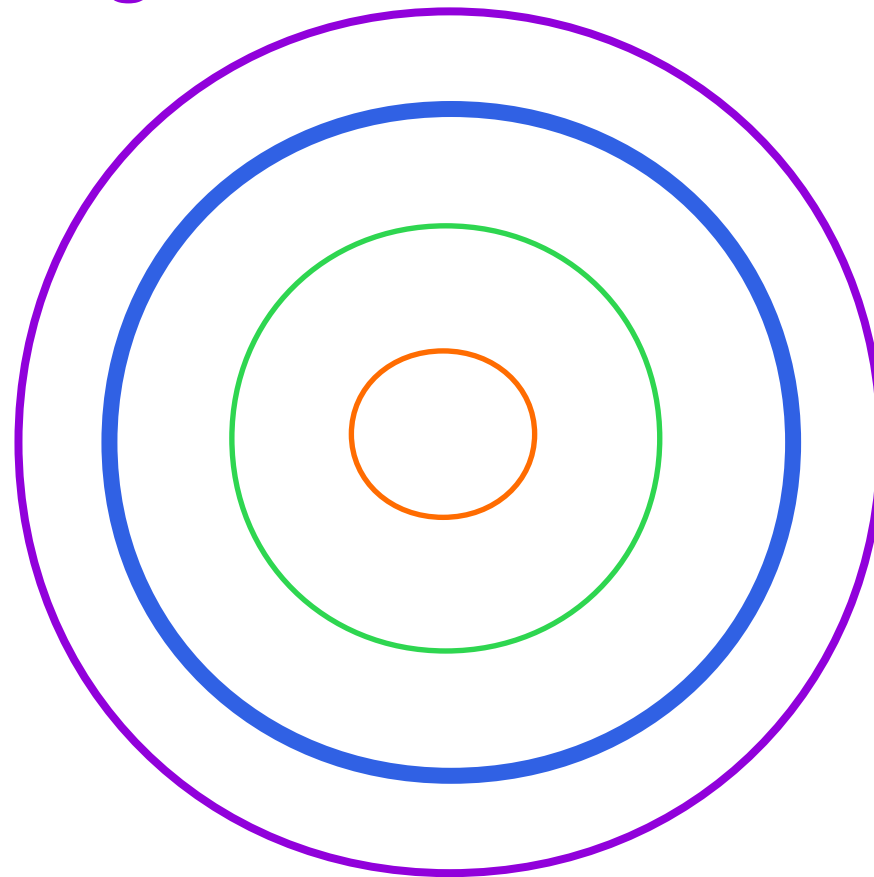
Work

samenleving

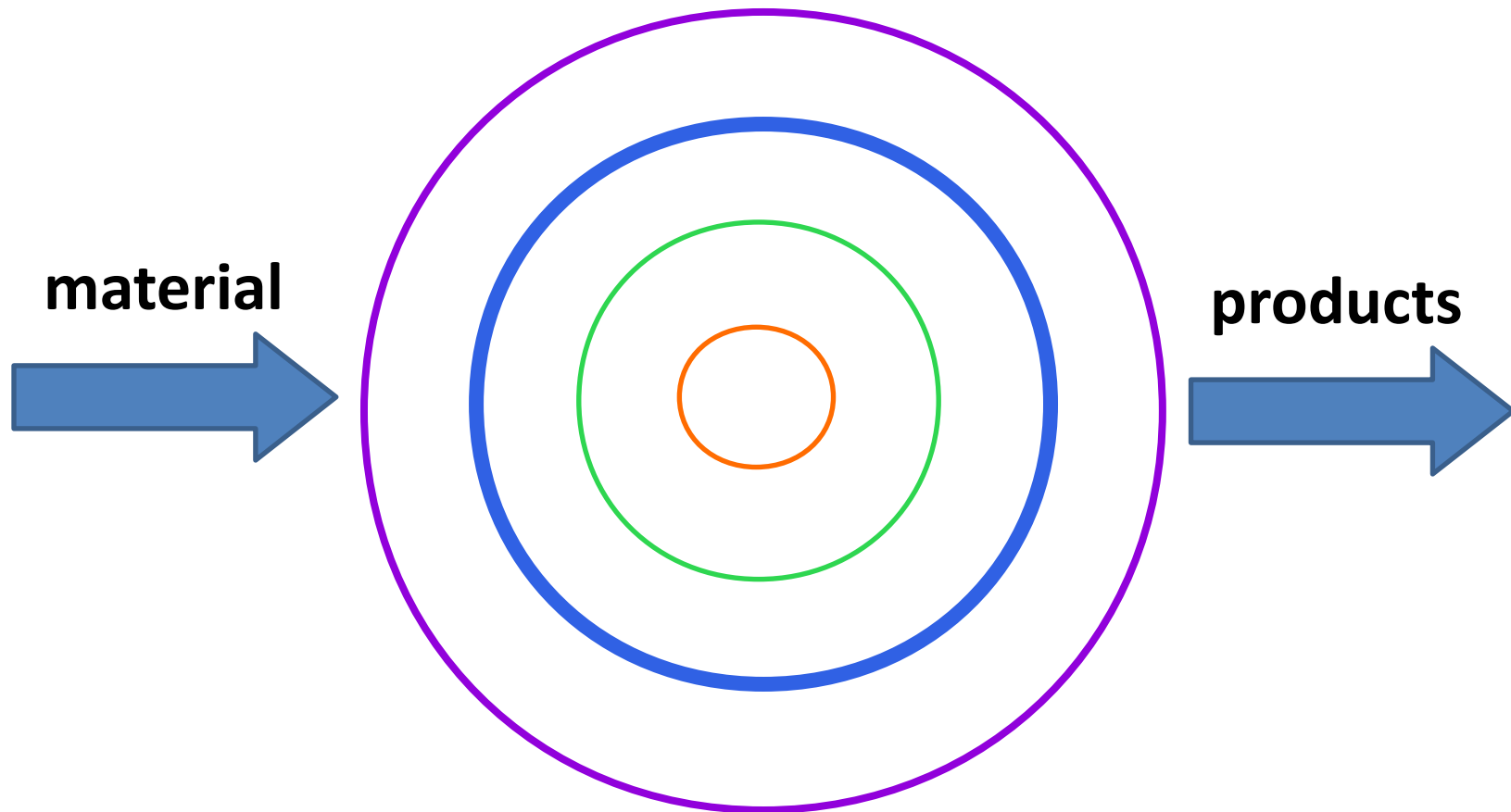
organisatie

groep

individu

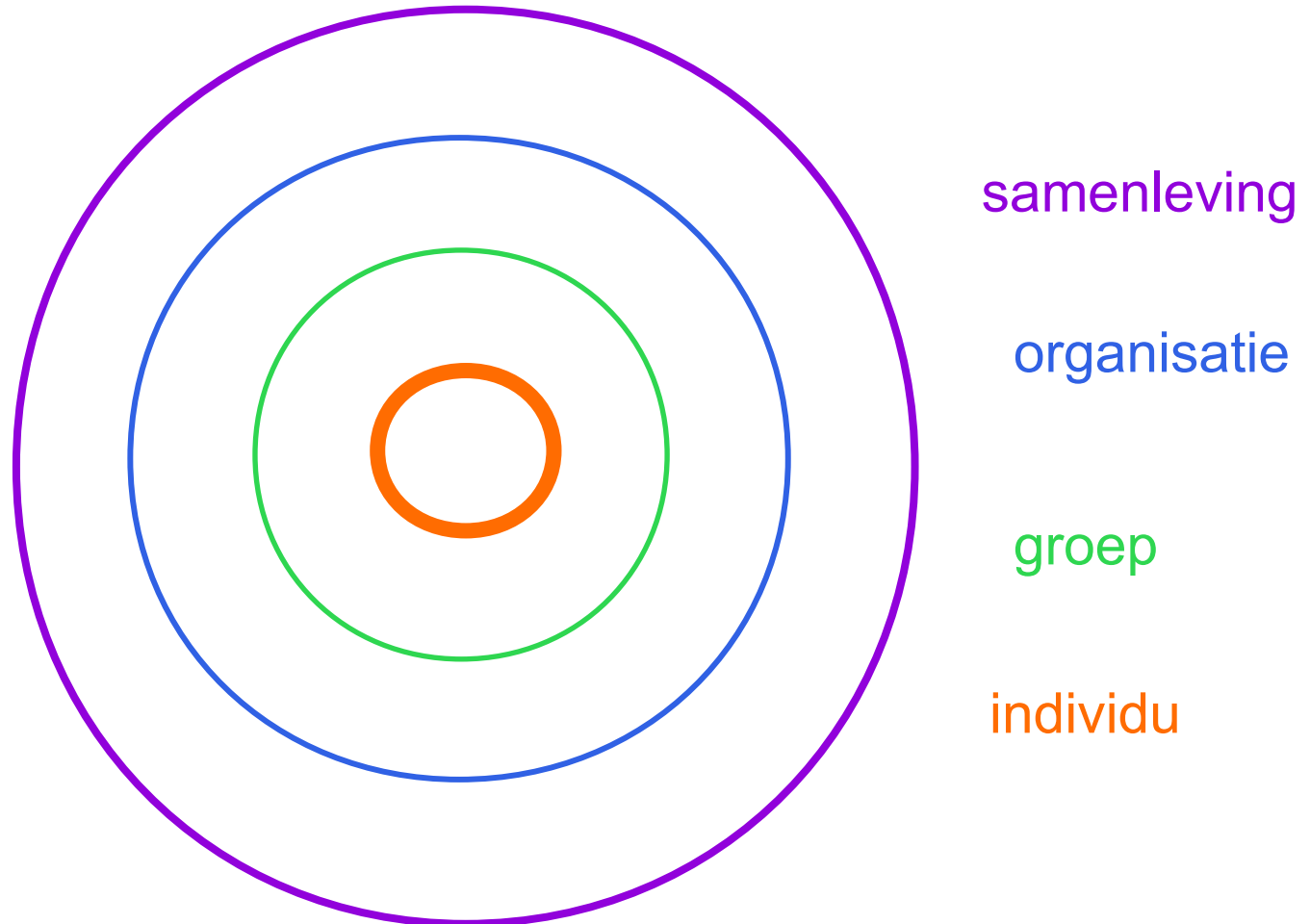


1950: **hand** work



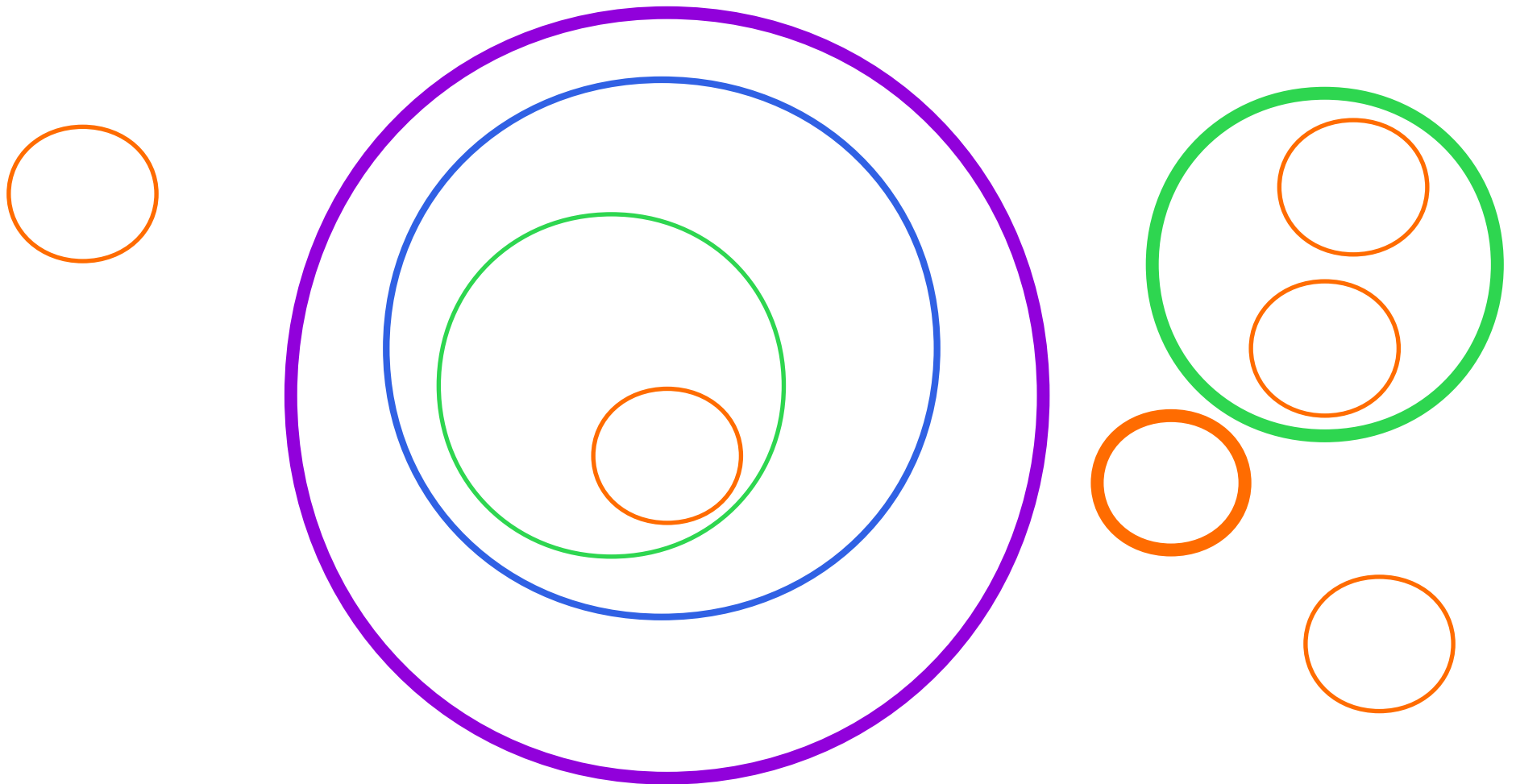
Efficient production

2000: **head** work



Online services. Everybody **thinks**

2050: **heart** work



Durable worksystems, divers workstyles

Living worksystems

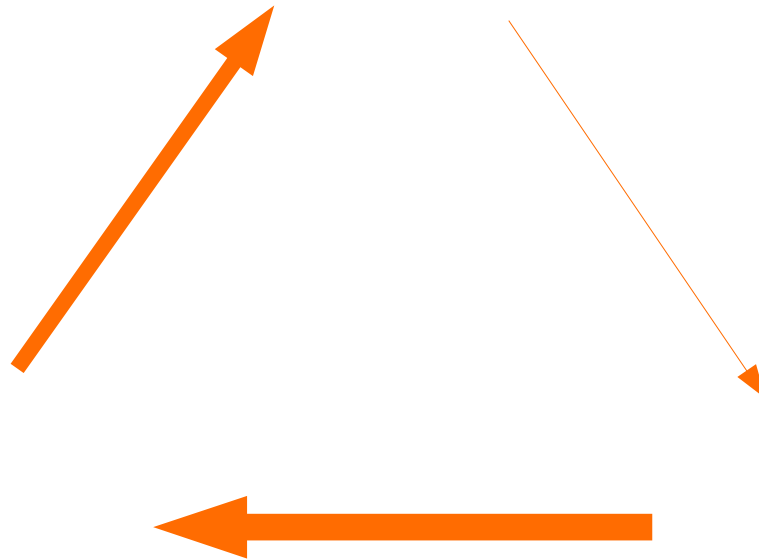


Ergonomic approach

Step 3: Use
environments

Step 2:
Empower
man

Step 1:
Develop
work



References

- AI57 Nieuwe werkstijlen, Eveleens, Sdu, 2014. (New workstyles). Online: www.arbozone.nl
- ISO/DIS 6385: 2016 Ergonomic design of worksystems, www.nen.nl & www.iso.org
- ISO 26800: 2011 Ergonomic principles en concents, www.nen.nl & www.iso.org
- More publications on: www.workstyles.nl
- Blog on www.workstyles.nl
- [@workstyles](https://twitter.com/workstyles) on Twitter

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Questions?