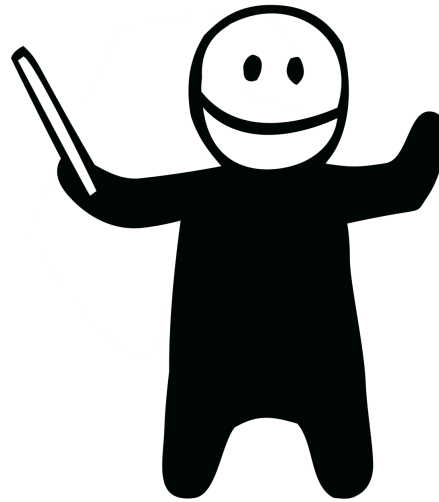


A

B

C



Camilla Kring, PhD

B-Society

Unleash the energy! Work in your own rhythm.

We can make it possible for the early risers to start work at 7 in the morning and the late risers to start at 10. This could increase productivity in the companies, increase the quality of life, and decrease sick leaves and stress.

**80 % OF A COMPANY'S
VALUE IS IMMATERIAL**

Industrial workplace



- Mass production
- Value is visible (material)
- There are no individuals. Collective work design - people were paid to move their bodies.
- Presenteeism

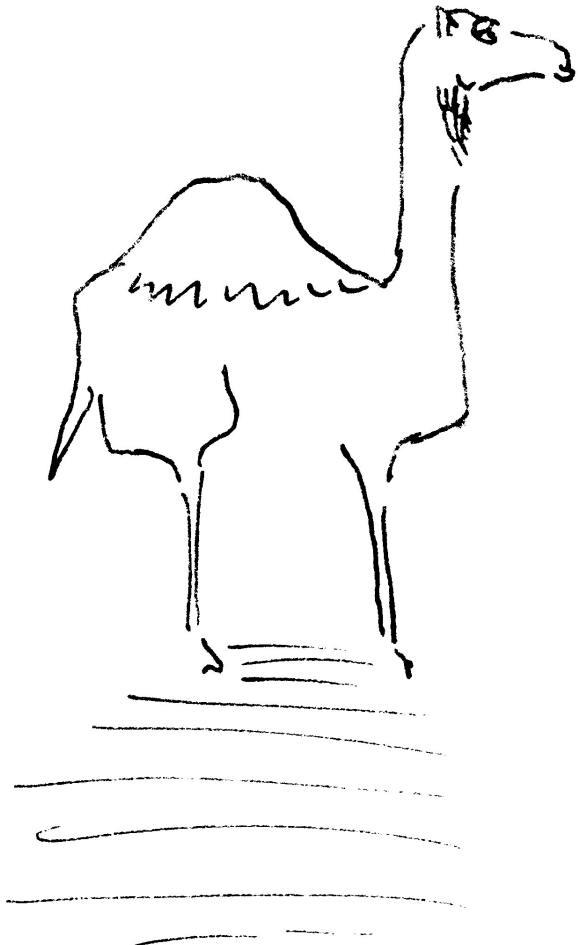
Innovative workplace

- Individualised services/products
- 80 percent of a company's value is invisible (immaterial)
- There are individuals. Design of individual work times and spaces for work.
- Set your thinkers free
- Understanding and social accept of different work rhythms and life forms
- Trust
- Empowerment
- New language

From clock time to inner time

Make room for A and B and
increase productivity!

Are you  or  ?



When do you perform best?

Less sleep during the work week – longer sleeps on free days.

B: LATE CHRONOTYPES

Late chronotypes more frequently report lower sleep quality and daytime tiredness than do early chronotypes.

Late chronotypes consume more stimulants (alcohol and coffee) and are more often habitual smokers than are early risers.

Social jetlag is most pronounced in late chronotypes.

Students who are late chronotypes are known to achieve less well in school.

B: 10-02

Get less sleep on free days (social pressures to stay up late -> unable to sleep beyond these usual waking time).

A: EARLY CHRONOTYPES

A's spontaneously wake up at an early hour and find it difficult to stay up late in the evening.

Normal work schedules are best suited for the preferred sleep /wake times of early chronotypes – yet late chronotypes represent the majority of the population.

A: 6-22

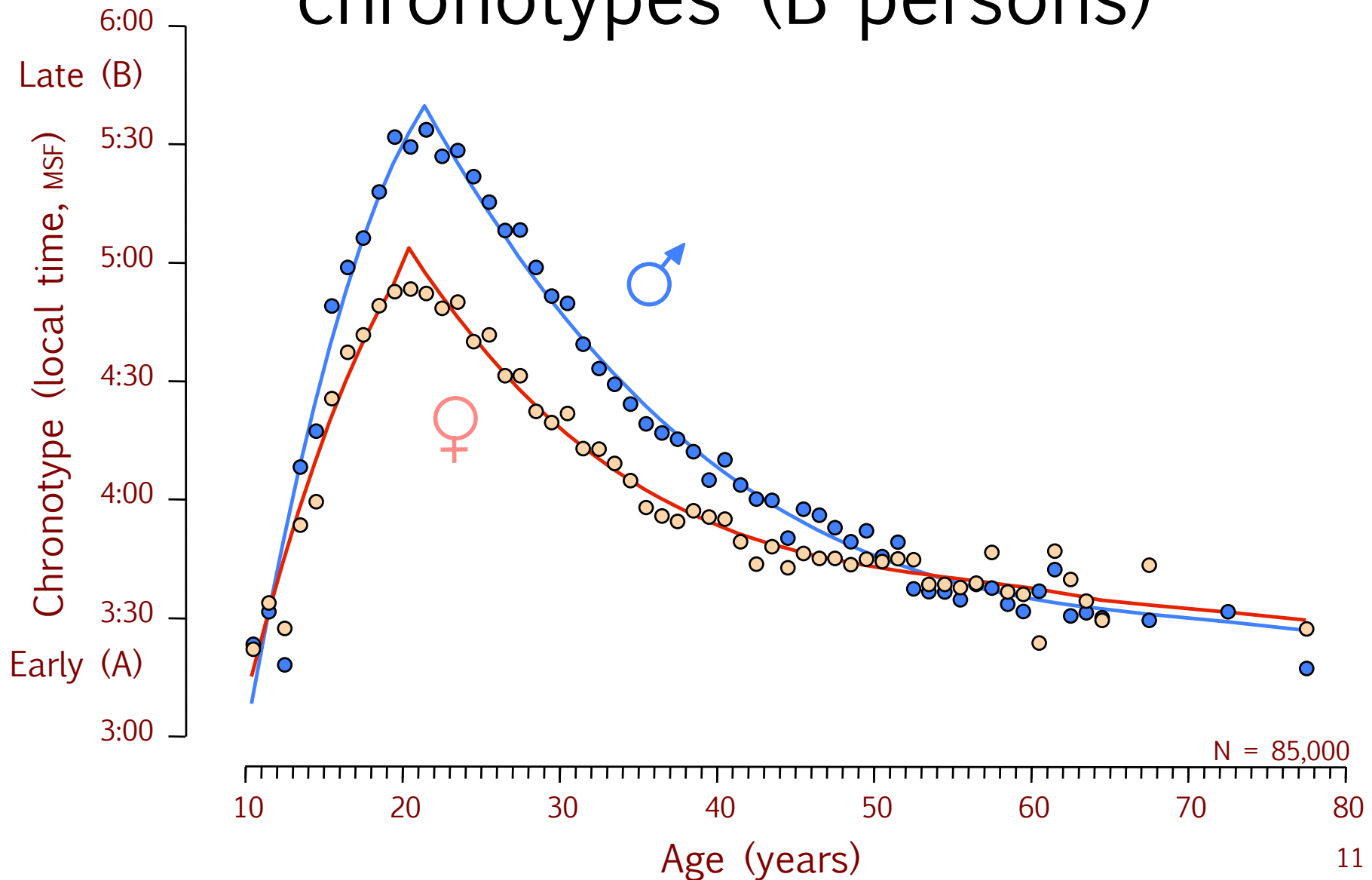
From 10-20 years old: late chronotypes

From 20-55 years old: more late chronotypes than early chronotypes. A:10-15%. B:15-25%

Elderly: Many elderly report nightly sleep difficulties and insomnia and, unlike true larks, they often complain heavily about their early awakening. Old age is characterized by an inability to maintain sleep in the early morning, rather than by a reduced need for sleep

LIFE IN BIOLOGICAL TIME

More men than women are late chronotypes (B-persons)



- When are your optimal working hours?
Can you move your working hours by an hour? Sometimes just half an hour can make a difference. Your possibilities for moving your working hours are dependent on the work culture and its rules.