

**The Importance of
the Joy Factor
in
the Post-Knowledge Society**

Hiroshi Tasaka

Thinktank SophiaBank

To Talk about
Five Questions
related to
the Joy Factor

First Question

What is the Joy Factor ?

One Deep Question
about
the Joy Factor.

What is the Difference
between
Children's Joy
and
Adults' Joy ?

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In Other Words

What is Joy
for the Mature Mind ?

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For the Mature Mind

It is Not
the Joy of Winning Games
nor
the Joy of Achieving Goals

Why ?

Truth of Life

It is Not Promised
Winning Games in Life
nor
Achieving Goals in Life.

If so,
What is Joy of Life
for the Mature Mind ?

The Mature Mind
Understands
Three Paradoxical Joys.

First Paradoxical Joy

The Mature Mind
can Enjoy

the “Unexpected”

In Fact,
Life is
Filled with
“Unexpected Events”.

Life
Cannot be Realized
According to
Our Plans.

Then,
How can We
Feel Joy in Our Lives ?

A Proverb in this Country

Life is What Happens to You
While You are Making
Other Plans.

But,
What Happens
sometimes
Leads Us to Good Results.

Important Question

How can We Change
What Happens
to Create Good Results ?

It is Important to be Aware of

“Constellations”

Constellations

Stars in The Night Sky

We can See

Many Constellations.

“Scorpio” “Orion” etc.

But
These Stars are
Non-related.

They are
Far Away from Each Other.

Constellation
is Also
a Key Concept
in Psychology

We can Find
Meaning
in
Non-related
Unexpected Events.

For Instance

Business Trouble,
Accident, Illness
and Job Change in Our Life

Sometimes Teaches Us
Which Path to Go Down.

The Wonderful Ability of Us

We can
Feel Meaning
Listen to a Voice
Interpret a Story
in
Unexpected Events

We sometimes Feel

Synchronicity
(by Carl Gustav Jung)

Mysterious Coincidence

in Our Life

Word of Wisdom in Japan

“Enishi”

「縁」

It means

Our Encounter
has
Deep Meaning.

We can Sense
Constellations
in
Our Encounters
with Many People.

Second Paradoxical Joy

The Mature Mind
can Enjoy

“Contradiction”

Truth of Life

Life is Filled
with
“Contradictions”

For Instance

Life is Filled
with
Adversities, Difficulties,
Failures, Defeats,
Setbacks, and Losses.

We hope to Avoid
Such Experiences in Life.

But
An Important Question
Exists.

When
Did You Grow
as a Person ?

Paradoxical Joy

We Feel Joy When We can Say

“It was Only Because of
That Sadness
that I was able to Understand
the Depths of the Human Psyche. ”

Word of Wisdom in Japan

“Bosatsu”

「菩薩」

What is “Bosatsu”

When We
Encounter a Person
who Gives Us
Painful Experiences.

What is “Bosatsu”

That Person is
in Fact
a Buddha
Helping us to
Grow as a Person.

Third Paradoxical Joy

The Mature Mind
can Enjoy

“Once-ness”

Truth of Life

We Only Live One Life,
Never-to-be-Repeated Life.
Everything in Our Life has
“Once-ness”.

What Does “Once-ness” Mean ?

Life is not a “Game”
because it Cannot be Repeated.

Life is an “Art”
because of “Once-ness”

Joy of Life as an “Art”

Life as an “Improvisation”

Disappears
after a Short Moment
Never-to-be-Repeated
Art of “Once-ness”

like Jazz

Word of Wisdom in Japan

“Ichigo-Ichie”

「一期一会」

It means

Behave as If
There is
Only One Chance to Meet.

Zen Buddhism Maxim

There is no Past.
There is no Future.
Existence is Only Now
Lasting Forever.
Live Now.
Live Now to the Fullest.

Enjoy “Once-ness”

Second Question

Why the Joy Factor Now ?

Why is the Joy Factor
Important
in the Coming Society.

Because,
Two Paradigm Changes
are Coming.

in Society
in Economy

Paradigm Change in Society

It is from
“Knowledge Society”
to
“Post-Knowledge Society”

What is the “Knowledge Society” ?

We have
Common Understanding
of
the “Knowledge Society”.

Knowledge has Value.

Experts with Knowledge
Create Innovation.

Management of
Intellectual Property
is Important.

Is this
Common Understanding
Right ?

The Answer is No.

Because

Three Paradoxes in the “Post-Knowledge Society”

First Paradox

The Knowledge Society is
a Society
where Knowledge Loses its Value.

Why ?

Because

“Knowledge”
can be expressed
in Words

and because
The Internet Revolution
made it Easy
to Obtain “Knowledge”
from PCs and Mobile Devices.

Then, What will Increase in Value ?

“Wisdom”

Because,
“Wisdom”
cannot be expressed
in Words.

What is Wisdom ?

For Instance,
Skill, Sense,
Technique, Know-how
Intuition, Insight,
Imagination, Creativity, etc.

How can We Obtain “Wisdom” ?

“Wisdom”
can be Obtained
Only through
“Experience”.

Word of Wisdom in Japan

“Kantoku”

「感得」

It means

We can Obtain Wisdom
Only When
Our Minds are Moved.

Zen Maxim

Enjoying
is
the Shortest Way
to
Wisdom.

Rachel Carson

Sense of Wonder

Second Paradox

The Wisdom of Many People
sometimes Leads Us to
the Right Answer
more than
The Knowledge of One Expert.

Wisdom of Crowds

Why Does this Paradox Happens ?

The Internet Revolution
made it Easy to Tap
the Collective Wisdom of People
by
Knowledge Community.

Why is the Joy Factor Important ?

Knowledge Community
is Supported by
The Joy
of People.

For Instance
Linux Community

“Because, I just Like it”

Linus Torvalds

Third Paradox

The Emergence of Knowledge
becomes
More Important
than
The Management of Knowledge

Why ?

Because

“Complexity Science”

Tells Us

The Internet Revolution
Changes
Corporations, Markets, and Societies
into
“Complex Systems”.

Then What will Happen ?

Self Organization
and
the Emergence
of
Knowledge and Wisdom

How to Enhance Emergence

Emergence of
Knowledge and Wisdom

is promoted by

Coherence
of Community.

Coherence
of Community

is created by

Sympathy
of People

Sympathy
of People

is created by
the Joy Factor
for People

What is Sympathy ?

Pity is Not True Sympathy.

True Sympathy
is Forgetting
the Boundary between
Self and Others.

Zen Maxim

When We Enjoy
Something Deeply,
We Forget Ego.

and
Boundaries
Disappear.

Third Question

How can We Increase Joy ?

It Increases Naturally.

Why ?

Because

A Paradigm Change
of
Economic Principles

is Happening.

What is the Paradigm Change ?

from
“Monetary Economy”

to
“Voluntary Economy”

What is the “Monetary Economy” ?

An Economy
based on
People Motivated to

“Acquire Money”

What is the “Voluntary Economy” ?

An Economy
based on
People Motivated to
“Satisfy their Minds”

History of the Voluntary Economy

The Voluntary Economy
has been
Large, but Invisible

like a
“Submerged Continent. ”

For Instance

Housework,
Child Care,
Nursing,
Mutual-Aid
etc.

What will Happen for V. Economy ?

The Voluntary Economy
will Increase in
Importance and Influence

compared to
The Monetary Economy.

like an
“Emerging Large Continent. ”

Why does it Increase ?

The Web2.0 Revolution

the Evolution of
the Internet Revolution

The Web2.0 Revolution
is Making
the “Voluntary Economy”
More
Important and Influential.

What is Happening Now ?

People are Providing
Communities
with
their Knowledge and Wisdom
without asking for
Compensation.

For Instance

Grassroot Critics
on Amazon.com

Grassroot Movies
on YouTube

Why is the Joy Factor Important ?

The Monetary Economy
is based on
the “Money Factor”

(Acquisition of Money)

The Voluntary Economy
is based on
the “Joy Factor”

(Satisfaction of the Mind)

Next Question

Are
The Monetary Economy
and
The Voluntary Economy
Opposite Principles ?

The Answer is No.

Why ?

Because

The Monetary Economy
and

The Voluntary Economy
are in the Process of
Merging Together

in Two Ways.

What is the First Way ?

Corporate Social Responsibility (CSR)

For-Profit Companies
are becoming
More Conscious about
their Social Contributions.

(M.Economy to V.Economy)

What is the Second Way ?

Social Entrepreneur
(SE)

Non-Profit Organizations
are becoming
More Conscious about
their Profit and Sustainability.

(V.Economy to M.Economy)

What is Going to Happen ?

New Economic Principle
will be Created
by the Fusion of
The Monetary Economy and
The Voluntary Economy.

But,

Is it “New” for Japan ?

Words of
Kounosuke Matsushita
(Founder of Panasonic)

“Companies
Contribute to Society
through
their Main Businesses. ”

“Profit is
Proof of How Much
Companies Contribute
to Society. ”

Matsushita's Words Continued

“The Fact that
a Company Made Large Profits
Means that
People are Asking the Company
to Contribute to Society
More and More. ”

Fourth Question

How can We
Foster
A New Economic Principle ?

We should
Think Deeply

What are
the Rewards of Working?

Two Kinds of Rewards

“Visible Rewards”
in the Monetary Economy

“Invisible Rewards”
in the Voluntary Economy

What are the “Visible Rewards” ?

- Two Rewards -

Payment and Income

Position and Title

What are the “Invisible Rewards” ?

- Four Rewards -

Meaning of Work

Ability as a Professional

Growth as a Person

Encounters with People

What is the “Meaning of Work”

A Feeling
that
One’s Work is
Contributing to Society

Word of Wisdom in Japan

“Work” in Japanese

“Hata Raku”

「働く」

Hata Raku

Hata means “Neighbor”
Raku means “Happiness”

For Your Neighbor’s Happiness

What is “Ability as a Professional” ?

A Feeling
that
One’s Potential is
Flowering

Why Do We Brush Up Our Skills ?

It is Not for
Increasing
“Product Value as a Worker”

Flowering One's Potential
Itself
is a Joy.

Words of Major Leaguer, Ichiro

After 262 Hits a Year

an Interviewer asked

“What is Your Next Goal ? ”

Ichiro Answered

“I want to Become
More Skillful
as a Baseball Player. ”

What is “Growth as a Person” ?

The Most Wonderful
Reward
of Working

Never to be Lost
until the End of Life

What is “Growth” ?

To Become Able to

Understand

Other People’s Minds

And

To Become Able to
Cope with
Other People's Minds

What is “Encounter with People” ?

6.5 Billion People
are Living on this Planet
at this Moment.

How Many People
Can We
Encounter
in this Short Life ?

Word of Wisdom in Japan

“Thank You” in Japanese

“Ari-gatai”

「有り難い」

It means

It is Miracle.

Fifth Question

**How can We
Increase
Invisible Rewards ?**

To Talk
about
Future Vision of Work.

Fable of Two Stonecutters

A Traveler
Happened upon a Town.
In the Town,
A New Church was being Built,
and Two Stonecutters
were Working at the Site.

The Traveler,
who was Interested in Their Work,
Asked
One Stonecutter.

“What are You doing ? ”

To this Question,

The Stonecutter
with an Unpleasant Expression
on His Face
Answered Bluntly.

“I am Killing Myself
With
This Damnable Stone. ”

Then
the Traveler Asked
the Other Stonecutter,
The Same Question.

The Other Stonecutter
Answered
with a Bright Expression
on His Face
In a Lively Voice.

“Well, Now,
I am Building
A Wonderful Church
That will be a Place where
Many People will Find Peace.”

What does the Fable Tell Us ?

The Work
We Do
Does Not Determine
the Value of Our Work.

The Ideal
We Work Towards
Determines
the Value of Our Work.

Which Stonecutter Are You ?

What Ideal Are You Working Towards ?

Words of Wisdom in Japan

If you Light Up
A Small Corner of Society,
You are the Treasure of Society.

(Buddhist Saicho)

Then,
What should we do
to Increase
Invisible Rewards ?

We should Talk about
Vision of Work,
the Ideal we Work Towards.

Is that Enough ?

Many Leaders
Talk about Vision of Work.

The Most Important Thing
is
to Talk about Future Vision

From the Bottom of
the Heart.

Word of Wisdom in Japan

“Kotodama”

「言靈」

Words with
Spirit and Soul

Role of Leader

Is to Talk
“Kotodama”

Because

“Kotodama”
Can
Change The World.

In this Country

You have
A
Wonderful “Kotodama”

I Have a Dream.

Martin Luther King, Jr.

He Changed the World.

We Can Change the World.