



## Pursuing human-centered productivity: My New KPC Vision



*Dr. Choi (L) in the KPC office wearing casual attire*

worse than most since he drives two children to the nursery. “I fought the clock to reach the office on time,” admitted Lee. Now Lee’s mornings are more relaxed, thanks to the “flexible time” system introduced by the KPC last year. He can report to work 30 minutes later and leave 30 minutes later than colleagues. “It really helps a lot,” confirmed Lee. “My share in childcare is more stable. Most training programs I oversee are in the late afternoon or evening, so the system suits me.”

This flexible time system is one measure adopted to make the KPC a “cheerful workplace” under the My New KPC Vision project launched by

**T**he morning bustle on a working day in a city like Seoul can be a nightmare. Senior Project Manager Kwang Yoon Lee, CEO Academy, Korea Productivity Center (KPC) had mornings

Chairman and CEO Dr. Dong Kyu Choi on 1 July 2009 as part of 52nd anniversary commemorations. Dr. Choi has promoted human-centered productivity since he took office in December 2008. My New KPC Vision fulfills the mission of “contributing to national economic development through productivity improvement founded on respect for humanity and the best knowledge services.”

The My New KPC Vision task force comprised 21 staff representing each department. They came up with strategies to enhance the KPC’s role as a “knowledge creator, public innovator, and cheerful workplace,” including flexible time, casual dress, think days (one- or two-month sabbaticals), family days, and free attendance in KPC training courses.

“There was some hesitation or uncertainty in practicing all the new strategies in the beginning. However, Dr. Choi encouraged staff by appearing in casual dress from day one. Now it feels natural and comfortable,” commented Project Manager Seung-won Choi, PR and Membership Team. KPC staff agree that the work culture and organizational loyalty were enhanced following the implementation of My New KPC Vision and believe that it reflects the basis of human-centered productivity. 