

Designing a Next-generation Approach for Personnel Development

Activity results,
performance data

■ Forming a Neuroscience Research Group

Toppan is collaborating with DAnCing Einstein, Co., Ltd. to form a Neuroscience Research Group that studies ways to apply neuroscience knowledge to human asset development. The research group aims to develop talent necessary for accelerated corporate growth and the creation of a better society. Its latest brain science programs seek to improve the performance and communication skills of Toppan personnel by shedding new light on the mechanisms of human learning, behavior, emotions, and thinking.

Neuroscience knowledge has also been incorporated into training sessions for new employees in the form of assessments based on neuroscience. As Toppan's internal instructors

prepare to lecture new recruits, they learn how to model their lectures and lecture materials around the cognitive processes of the learners. This approach seeks to improve the recruits' understanding of the content they are learning in the training sessions.



■ Setting up a Condition Research Group

Toppan advances health management as a means of maintaining and enhancing the health of its employees and evoking their higher performance and productivity. The Company has also adopted a next-generation approach to fostering human assets. For these purposes, Toppan has entered into an advisory contract with Professor Hideyuki Negoro, a lecturer on medicine at the Harvard Medical School and a visiting professor at the Sorbonne University School of Medicine. At the Condition Research Group set up with Professor Negoro, Toppan has produced *Around-the-clock Tips for Better Performance*, a self-care video to help employees look after their own mental and physical condition. Drawing from the professor's expertise in healthcare, this easy-to-understand, animated video explains certain things that a businessperson can do in the course of a day to stay in better shape. The video

demonstrates good living routines to follow in the morning, afternoon, and evening by describing basic mechanisms of the body, such as the clock genes and body clock.

▶ [Toppan's training for new recruits on managing mental and physical condition \(See page 25 for details\)](#)



■ Establishing an Art Innovation Research Group

Toppan has established an industry-university collaborative course with Kyoto University to create new value by fusing art, culture, and technology. Researchers from Kyoto University

and Toppan have developed the “Art Innovation Framework™,” a thinking method that systematizes the logic of artists to spur the generation of new ideas in business.

Modeling the logic of artists to apply the creative process to business



Art Innovation Framework™

Art Innovation Framework is a thinking method based on the logic that guides artists as they create. The process of art creation is divided into five stages that can be applied to business in ways that facilitate the creation of novel value. The drastic changes in society in recent years are generating

a demand for the creation of innovative value unbound by existing notions. By applying the framework in personnel development programs, Toppan aims to foster human assets who can create value never before seen.

■ Launching an SDG Research Group

The SDG Research Group applies Buddhist learning to business as a means of checking, researching, and verifying new approaches to human asset development. The research group also works with the Yoi-Otera Research Institute (“yoi-otera” means “good temples” in Japanese) to redefine and retranslate the roles of temples in modern society. The group’s overarching goal is to help create a sustainable society that affords safety and security to all people. The group recently produced *Buddhist Teachings in Business*, an animated video introducing the teachings of Buddhism, a religion dating back 2,500 years. With examples of Buddhist principles applied to business, the video inspires innovative ways of thinking about work in modern society, the value of a corporation, the concept of being oneself, and moral values. Positioned as an educational material in Toppan’s SDG curriculum, this video is available

to all employees as a resource for absorbing a novel form of business knowledge.

Buddhist Teachings in Business

Why Buddhism now?

Chapter 1-1



Few wants, knowledge of sufficiency (shoyoku-chisoku)



Altruism (rita)



Four Dharma Seals (shihoin)



Distinguishing oneself from others (gatapishi)

■ Promoting the Kanosei Art Project

The Kanosei Art Project (“kanosei” means “potential” in Japanese) uses the technologies of the Toppan Group to add value to the works of borderless artists. The project seeks to develop a business model that unifies solutions to social issues (the greater independence of persons with illness and disabilities) with economic benefits (earnings for the Toppan Group). The next generation of leaders in the Group is expected to emerge in the process. In addition to learning about the project in new-recruit training sessions, the Group employees

engaged in the project gain exposure to different types of art in the course of career development. Toppan will continue to promote this project to encourage individuals to grow by thinking independently about what they can do and taking action accordingly.



▶ [Examples of Toppan’s social contribution activities \(See page 93 for details\)](#)