

We need to switch way of thinking. 発想の転換が必要

Once when I was managing director of Kagoshima Prefecture Fishermans Cooperative Association.

I always said " we need to switch way of thinking" to office staff.

Because I heard following story.

This is Tokyo Subway guide maps.

It has an interesting story.

Once there was not subway guide maps in Tokyo.

So many people couldn't take subways easily, then Tokyo Subway Public Corporation tried to make the maps often.

But they always failed it.

There are lots of roads in Tokyo, and they were getting complicated.

There are subway rail roads under the roads.

So that couldn't make the maps.

Because if we tried to make their, the paper always became almost black.

By the way, about 50 years ago Mr Hideyo Kawakita was succeeded to make the maps by switch way of thinking. At that time he was 25 years old.

First of all he wrote all stations on the paper, then he wrote the straight lines between stations .

Then he completed the map.

When he started making it , He was a Tokyo Art College student.

After he graduated from the college he didn't get job.

He continued to try it.

Now he is president of design company in Tokyo, and his business is doing well.

By the way, in 1991, February, I knew following thing.

Recently, some fishing institute in Yonago City made a success like this experiment ,

At first put the fish to sleep in the cold water for seven degrees.

Next raise the water temperature, then the fish wake up.

When I knew about it, I was surprised.

Because I have never thought about putting the fish to sleep in the cold water.

This is just what switch way of thinking.

In May we sent some slept fish like this way in a container to Tokyo by plane.

It was successful .

But transport cost was the only problem.

When I try solve this problem I resigned from our office in May.

If I remain in office, it may be a success. It was my great regret.

