

Workstyle Transforms

We consider establishing a work environment where each employee can fully unleash their creativity and thrive in their own unique way to be a crucial foundation for achieving our sustainability goals. Against today’s rapidly changing social landscape, we are committed to driving various initiatives that enable employees to enjoy a fulfilling work-life balance and work in the manner they please.



Workstyle Transforms Initiatives (Hakuhodo/Hakuhodo DY Media Partners)

In fiscal 2022, core operating companies Hakuhodo and Hakuhodo DY Media Partners established the Workstyle Transformation Committee. In December of the same year, they formulated new Time Value Management guidelines for workstyle transforms, along with a new vision for better work-life integration dubbed “creating a better relationship between work and life.” Under a well-established environment and appropriate work transformation, we will undertake various initiatives to enable individuals to hone their skills and maximize creativity while remaining conscious of each other’s productivity as a team.



はたらくと人生を、
もっといい関係に。

Overview of Workstyle Systems

Workstyle rules	Purakyu 5	We have established a new Purakyu leave system that allows employees to take leave for planning private activities that benefit both the individual and their work. This system allows employees to take at least one paid weekday a month to recharge their physical and mental batteries.
	Interval 11	Taking an “interval” of at least 11 hours between the end of one work shift and the start of the next helps employees be physically and mentally prepared to fully demonstrate their creativity on the following day.
Workstyle etiquette	Slash 7	We have set 7:00 p.m. as the end of core time for in-house meetings and discussions. The aim is to ensure efficient progress during meetings while allowing time for individuals to think of ideas and refresh their minds.
	Silent 10	We ask people to refrain from making non-urgent contact or requesting replies after 10:00 p.m. on weekdays or at all on weekends to foster a culture in which employees respect the time of those they work with.
Other systems	Purakyu 7	Employees taking five days of leave under Purakyu 5 can take one day of special leave once a month during the seven months from September to March of the following year.
	Compensatory holidays	Under this system, employees are granted one day of leave for working three or more hours on a holiday.
	Health leave	If an employee exceeds overwork criteria during a month and has no compensatory holidays remaining, they will be granted one day of leave to be used within the next two months.
	Free vacation holidays	These consist of five consecutive vacation days granted twice a year.
	Step leave	Under this system, employees are granted up to 15 consecutive days of leave in January of the year following their 10th, 20th, and 30th year of service.
	Teleworking	Employees may work at home or in an office-like environment within Japan.