特別講演「夢を叶えるために：マッキントッシュ氏」

江澤義典、宮下文彬

Special Lecture : "Releasing Your Dreams by Noel McIntosh"

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Abstract

This is the record of a Special Lecture by Mr. Noel McIntosh held on October 8th in 1998. Mr. McIntosh is the president of TYPEQUICK PTY limited, located in Australia. The software product called 'Type Quick' is an excellent application software used world-wide, and which is also used at the Faculty of Informatics since 1994. Although every student here is much familiar with this software, few know its support company and their policy.

Mr. McIntosh and his wife drove all over Japan from Tokyo through Osaka via the Tohoku region, Sapporo, Nagano and Kyoto in his own classic car.

はじめに

　オーストラリアから来日され、全国をクラシックカー（33年式ロールスロイス）で講演旅行をされていた、ノエル・マッキントッシュ氏が1998年10月8日に高槻キャンパスの総合情報学部学生を対象に表記の講演をされた。この報告は、そのときの英語講演の記録である。

　関西大学総合情報学部が創設以来継続的に導入している教育用ソフトウェアである「Type Quick」は総合情報学部の学生にとっては最も身近なパソコンソフトの一つであるが、そのソフトウエアを開発サポートしているのがオーストラリアに本拠をもつタイプクイック社であることを知る者は決して多くないかもしれない。そして、このタイピング練習ソフトを開発し世界中に頒布している当事者がノエル・マッキントッシュ社長であり、ソフト開発の技術担当役員がドナ・マッキントッシュ夫人である。その当事者であるご夫妻が揃って、高槻キャンパスまでのドライブを実現されたのである。

　この特別講演では、マッキントッシュ氏がソフトウェアの開発を思い立ってから、競争の激しい業界でソフトウェア関連のベンチャー的企業を世界的な成功にまで導いた過程で得た様々な経験を彼自身の言葉で直接的に学生たちに語るスタイルが採用され、当日の英語講演を聞く機会を得た多くの学生にとっては未来の起業家として成功するためのヒントが得られたと期待できよう。

　特別講演はTC303教室で午前10時40分から行われ、約40名の学部学生と10数名の教職員がマッキントッシュ氏の熱意溢れる英語講演を氏に同行していた吉田氏（日本データパシフィック社長）の抄訳を交えて聴くことになった。当日は、学部長からの講演者紹介に引き続いて、約1時間の講演があった。その後には約30分の質疑応答時間が予定されていたが、熱心な学生からの質問が続出し昼休み時間にまで延長して議論が続いた。また、当日にマッキントッシュ氏一行がオーストラリアから乗ってきたクラシックカーがキャンパス中央のモニュメント池の横に展示されたため、特別講演の事を当日になって知った学生達が飛び入り参加するハプニングもあった。

　なお、本講演記録が学部紀要に掲載される事によって、当日の講演が文字情報として、再確認できることになる。改めて、マッキントッシュ氏の講演内容について考察する機会が得られたことは貴重である。このように、特別講演などの記録が冊子の形で総合情報学部学生ならびに関係各位の参考に供されることは大変意義深いものであるから、今後も学部紀要に関係者から特別講演などの原稿が寄稿されることを期待したい。

REALISING YOUR DREAMS

Written by Noel McIntosh of Typequick P/L

Today we have come to talk to you about dreams.

We have the dream that we will teach many people to type with ten fingers. That dream is coming true and we have come to encourage you to follow your dreams so that they may also come true.

To have a dream is the most precious thing. Dreams are a strong guiding force acting on your brain and body to do something which you imagined. Something you have not yet done. You can dream almost anything and you can do what you dream.

You are fortunate because you live in the last part of the 20th century. This is the first period in history when people are able to achieve almost anything they can imagine. Ask your parents. They have seen impossible dreams come true:
* men have landed on the moon
* computers are in your house and car - even your rice cooker
* researchers solve incredible medical problems.

You probably think some things are possible which your parents thought they would never see. This is great because dreams should not be killed simply because they seem a little impossible! The world is full of youthful hope and optimism.

You too can dream and make your dream come true. Imagine it and make it come true.

You don't get tired when you are chasing your dream. You won't notice the cold, the heat or the clock when you are concentrating on your dream. Another amazing point is that others will help you if you tell them that you are following a dream. Share your dream and it will become the dream of others.

But don't dream in class because your professors will get annoyed. Dreams can only come true if you dream when you are alone so that you can also make the plans and decide what you will have to do.

Our company Typequick P/L is the result of our imagination. In 1982 I purchased my first Personal Computer and realised that I would need to learn to type properly. I thought that other PC users would also want to type with ten fingers. I dreamed of improving the method of learning to type and then teaching the world to type. Impossible, said my friends, when I started: "You cannot type properly and you will never learn because your hands are too big, you cut off one of your fingers and you have typed with two fingers for 15 years. You have never taught anyone but your dog."

People were learning from books and I dreamt that a clever computer system could teach in a shorter time, which would be good for students and teachers.

Well, today, 16 years after my first dream, we have taught over one million people to type in 11 countries. It is now the best known computer based typing course in Japan. It is also the leader in Australia, Holland and Germany.

I mention this only to prove to you that you must dream of the things you would like to do and let your imagination guide your brain to achieve your dreams.

In 1986 we dreamt of teaching people in Japan. We don't speak Japanese, we don't write Japanese and we did not have any Japanese business friends. Today we have a Japanese language version of TYPEQUICK which teaches the Romaji, Hiragana and Katakana keyboard. It was the first typing program to teach Romaji sets and how to use the Henkan Front End Processor. Last year, we were honoured to have won the 1997 SOFTIC Award for the Top Education Course in Japan.

Over the years our Japanese partners have explained Japanese business philosophies and naked secrets. We have slowly learned about you. The result is that our lives have been changed by our Japanese experiences. We have changed the way we do business in Australia and the rest of the world because of what you have taught us. Our trust in other people is deeper, our desire to be harmonious with all our international partners is greater, our patience is longer, the quality of what we do is better and our enjoyment of life is higher.

Japanese life and Japanese ideas are so different to ours that when we add your style to our ideas we have twice as much as before. It is like becoming a golf champion while you are still a tennis champion. You can live in two worlds at the same time. So we thank you for changing our lives.

We have worked hard to give something back to the Japanese people. It gives us great pleasure to hear from the many people in companies, education and families who say our courseware has changed their lives. People like 65 year old Mr. Aiura the General Manager of ASO COLLEGE who says Typequick gave him the confidence to change from cement making to running a big computer college. Also Azusa Nakajima your famous science fiction writer, who says she can now produce more books.

Can a small group of people take a business to the world markets? Sure. If a small company from a small country like Australia can help people succeed in the world, then so can you. Today we can receive an email from say, Singapore, asking for information. We can type a reply and send it within minutes. The enquirer could then place his order by fax by giving us his credit card number and we can ship him TYPEQUICK the same day. If Data Pacific has a problem with a network they can get a reply from us within hours.

The world has become a very small globe. Do you know that one of the major US banks answers customer queries from their bank service centre in Ireland?

To be successful on the world market you have to challenge the world. You face competition from the best in the world which means you will have to develop the very best and provide excellent service.

You have to tell the world about your product and service. This is very difficult as there are so many products trying to get their message in the media.

You need to create some news of exceptional value and you will attract the public's attention.

A story starts from an idea that is newsworthy and evolves into an item that consumers recognise as news.

This car trip is a good example. It is an interesting story which sparks many news stories. It gives us the opportunity to take our message to many, many Japanese people.

Our business partners in Japan asked us to travel around Japan and talk to young people at the universities and schools to encourage them to be optimistic about the future of Japan and their future job. I have motored in a 1913 car across Australia, USA and from London across

Siberia to Vladivostok so I was keen to drive around Japan. I am lucky that I can realise my motoring dream at the same time as my business dream.

Let me tell you something about our interesting company.

Typequick Pty Ltd is a specialist organisation devoted to a single task - the development and marketing of the highest quality touch typing system available.

We are really a small company but we are helping to make a better world. Big companies are not always the best way. Big companies are often only trying to make money for shareholders. Small companies have their heart in working with their clients because their success depends on customers, not shareholders. We believe in forming partnerships with people who adopt our dream as their dream. Your university helped us with one of the big sections of our course and they are also helping to teach people to type with ten fingers.

Typequick's motto 'Teaching the World to Type' expresses our commitment to helping people worldwide to make better use of computers.

Typequick publicly promotes the need for ten finger typing as many people are not aware of the ease of learning or the real benefits of ten finger typing. We also provide free assistance and advice to our clients to achieve the highest possible successful results.

The Typequick course has been developed over sixteen years by a team of experts. Typequick's success can be attributed to its teaching methods, remediation and the motivation it gives users to complete the course. It uses the advice of psychologists knowledgeable in keyboard training to perfect the motivation and releases improved versions of its products incorporating feedback from international experts and its users.

Global customers include organisations like Rolls-Royce, MITI, IBM, German Telekom, American Express, the US Department of Defence and even the FBI in the USA. It is used by over 350 universities in Japan, 200 schools in Germany and more than 1,000 educational facilities in Australia.

I will tell you briefly of some of the points that are necessary for the development of software packages.

Planning the exploitation of a micro package

* Develop the skeleton of the idea
* Define the target market
* Investigate the market's needs
* Redefine the product and specify features
* Identify the competition - existing and potential
* Study competition thoroughly
        -           Price, Features, Penetration, Reputation
* Start economic justification in a spreadsheet
* Discuss with friendly prospective customers
* Decide target computers and environment
* Set up plan of activities.

Packaging   -   Design of manual cover
                        -        Artwork
                        -        Demo packaging and instructions

Manual   -   Write
                        -        Artwork
                        -        Typeset
                        -        Print

Marketing   -   Decide marketing philosophy and plan
                        -        Press releases
                        -        Talk at seminars
                        -        Direct Market/sell
                        -        Advertise
                        -        Magazine review of Beta version
                        -        Design and print brochures

Licence Agreement for End Users
        -        Written
        -        Printed

Adminstration
*   Sales targets set by month
*   Set Sales
*   Maintenance
  -       Establish principals
  -       Draw contract
*   Set up administration and filing systems
  -       Accounting
  -       Stock keeping
  -       Files

Technical Development Plan of Package
*   Choose programming method, system, language
*   Program design
*   Code programs
*   Program test

Test-predict results based on anticipated results
*   Systems test
*   Beta test (under review licence)
*   Construct demo
*   Document system

Make final changes to manual

Launch product

Upgrades and new versions

Manage the business

Sell, sell again, sell more and sell repeatedly

I must tell you that when you have finished writing all the programs you have done only 10% of the work which is necessary to make a success software company. You may find this sad as you are all information specialists. Look at some of the USA packages and you will see that the words and graphics on the box can sell the package with more effect than a Japanese company's good software.

Remember: Ideas minus sales equals scrap

Learn to type - it is as important as handwriting. Today in business and commerce, more documents are typed than handwritten. Learning computer applications is 40% faster if you can 10 finger type. It is for those who want to use computers effectively and in a relaxed manner. It is for those of you who want to be more productive.
"Learn quickly and succeed quickly. Typequickly".

We travel the world with great optimism. We have to be very optimistic when we drive our old classic cars because many problems can occur. We have to trust in our ability to fix all the future problems by ourselves or hope that some stranger will help us. Nobody knows what will happen in the future but we can plan what we would like to happen, plan for contingencies which we can do something about and then hope we dont have a serious problem.
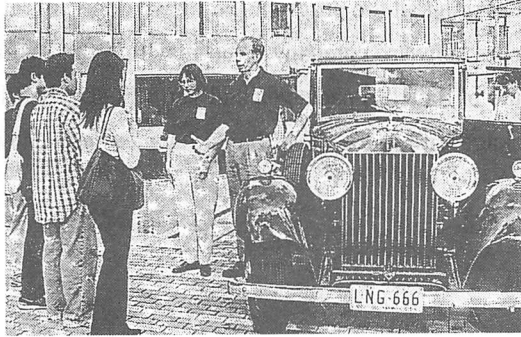
We like the Japanese expression "To continue is to succeed"

Thank you for the opportunity to talk to you today. I hope you will be successful with your studies and enjoy reaching your goals and your dreams.

「技術進歩しても古いもの大切に」

豪の社長夫妻、関大講義で熱弁

愛車での日本一周の旅の途中、関西大に立ち寄り学生たちと語り合うマッキントッシュ夫妻＝午前９時56分、大阪・高槻市

一九三三年に製造されたイギリスの乗用車、ロールスロイスで日本一周に挑戦しているオーストラリアのコンピューターソフト会社社長夫妻が八日、大阪入り。同社ソフトのユーザーである関西大学総合情報学部（高槻市霊仙寺町）に立ち寄り、「どんなに技術が進歩しても、古いものを大切に」などと学生たちに特別講義を行った。

タイプクイック社のノエル・マッキントッシュさん（五八）と妻のドナさん（五五）。同社が開発したパソコンの練習用ソフトは、日本でも教育機関や企業などに採用され、大ベストセラーになっている。八五年に初来日した際、古い日本の町並みや美しい自然に感動し、「いつか自分の愛車で日本国中をドライブしてみたい」と夢見るようになった。

今回は先月二十五日に東京をスタート。札幌、仙台、山梨・八ヶ岳などを回って大阪へ。この後は松江、福岡、松山などを回り今月十五日、神戸に戻りゴールする約六千*の旅。旅先では同社ソフトのユーザーの学校などを訪問し講演。若者たちに「最新テクノロジーによって生活スタイルが変わる中、古くても価値あるものを大切にする素晴らしさを訴えたい」という。

クラシックカーの運転が趣味で、八八年にはオーストラリア開国二百年記念ラリーで六千*を、九一年の米国大陸横断ラリーで五千*をそれぞれ走破した。

この日午前九時四十五分ごろ、マッキントッシュさんが運転するロールスロイスが、重低音のエンジン音を響かせながら入ってくると、関西大の教職員や学生らは拍手で出迎え。マッキントッシュさんも車窓から手を振り、笑顔でこたえていた。

平成10年10月8日　木曜日　産経新聞より