

THE IMPACT OF DESIGN

WORKPLACE 2013: A QUESTION OF BALANCE



EVOLUTION OF THE WORKPLACE

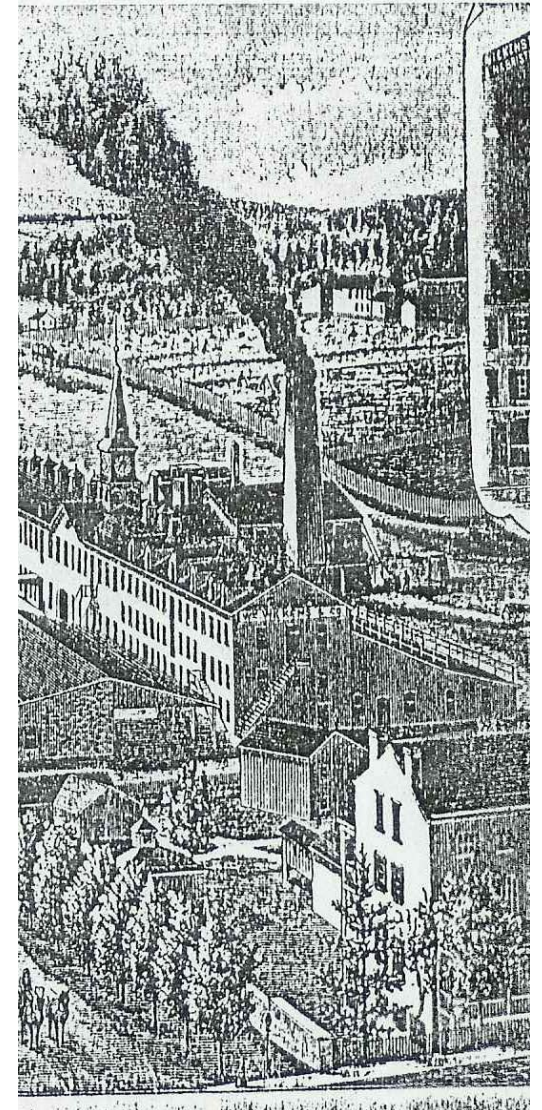


1880: CONTAINER



SECRÉTAIRE,
In King and Tulip Wood, with Sèvres Plaques and Ormolu Mountings.
PERIOD: EARLY LOUIS XVI.

1913: FACTORY



1939: WORK SETTING



1964: WORK STATION



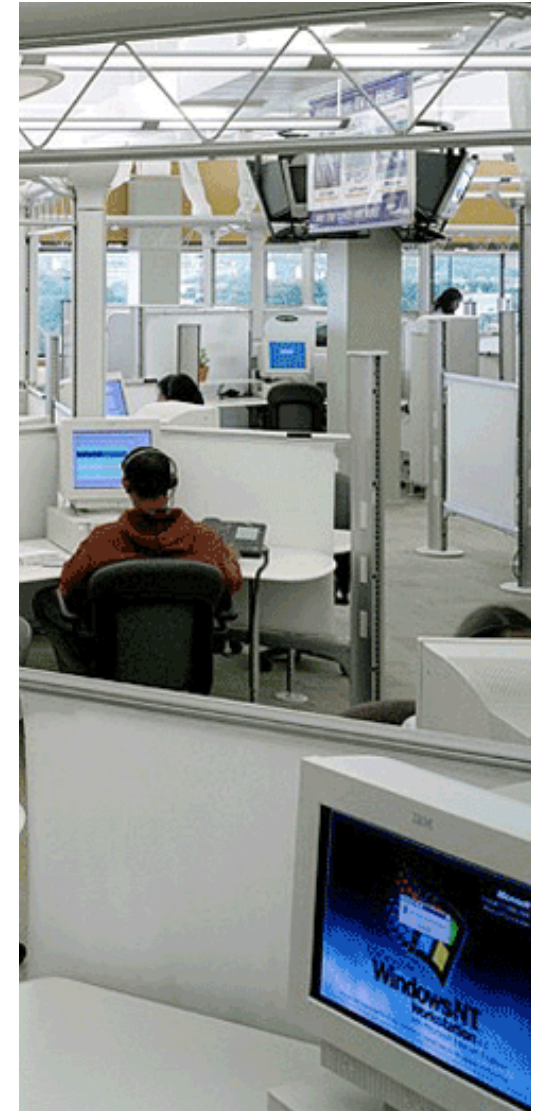
1970s: MODULARITY



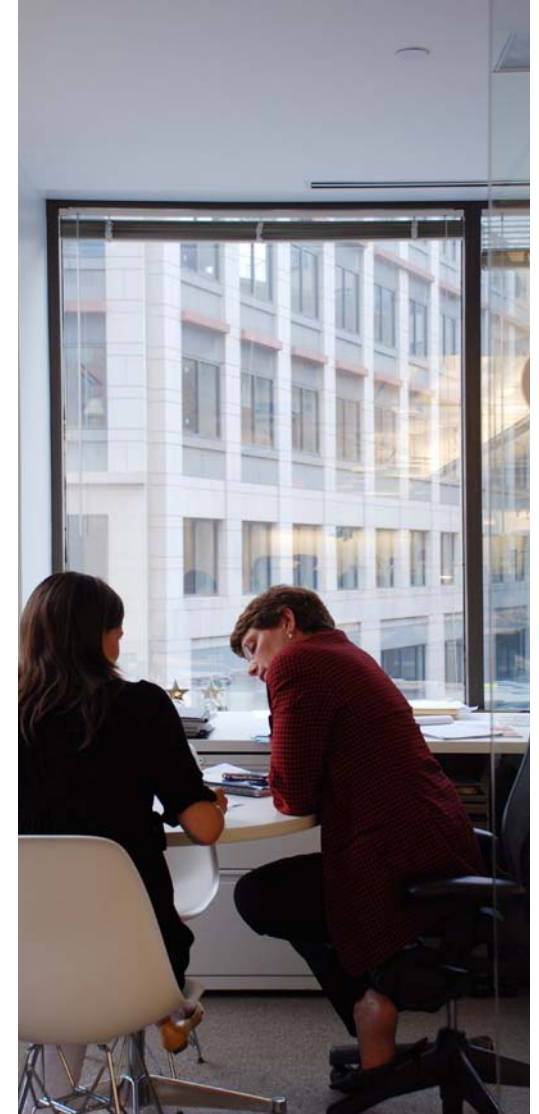
1980s: UNIVERSAL PLANNING



1997: TECHNOLOGY



2006: PEOPLE



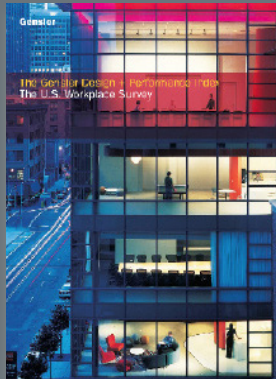
2008 WORKPLACE RESEARCH

2005



U.K. Workplace Survey

2006



U.S. Workplace Survey

2008



U.S. + U.K.
Workplace
Survey

2012



WPI Focus Report

2013



U.S. Workplace Survey

FINDING ONE

SUCCESS IN A KNOWLEDGE ECONOMY MEANS WORKING **DIFFERENTLY**



FOCUS | PRODUCTIVE CAPITAL
- involves concentration & attention



COLLABORATE | INNOVATIVE CAPITAL
- involves working with another person or group



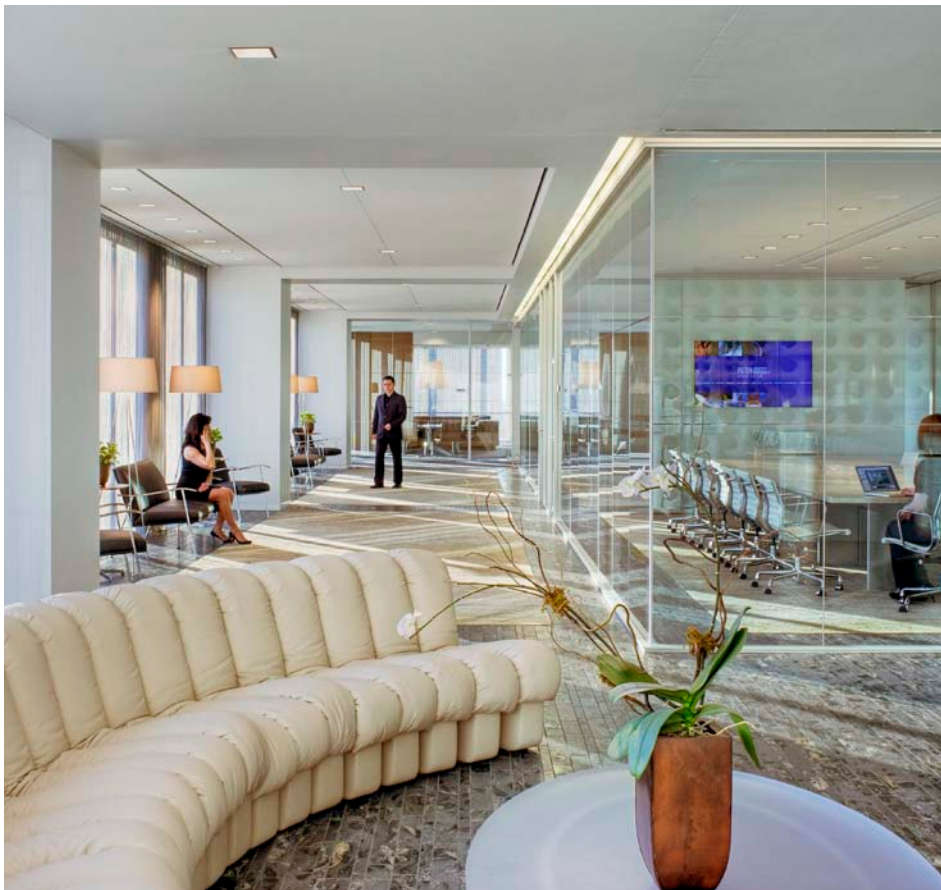
LEARN | INTELLECTUAL CAPITAL
- working to acquire new knowledge



SOCIALIZE | SOCIAL CAPITAL
- interactions with coworkers

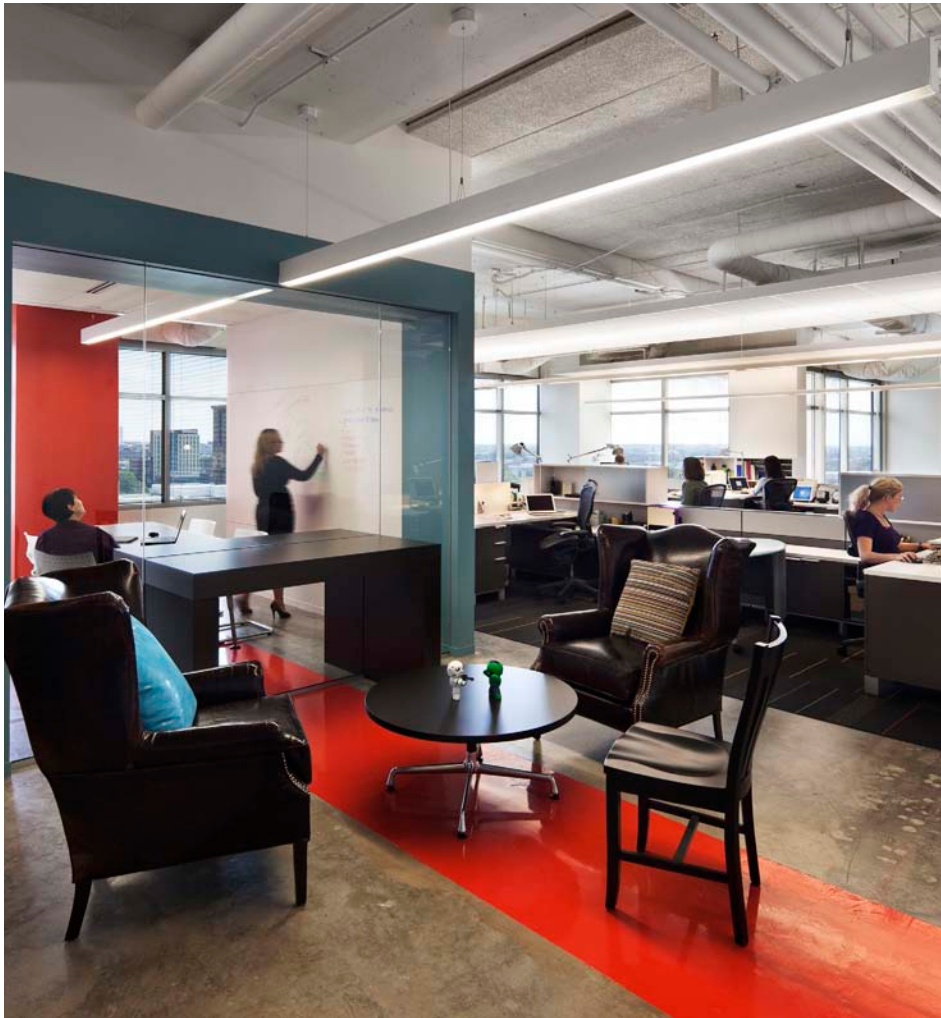
FINDING TWO

TOP-PERFORMING COMPANIES DESIGN THEIR WORKPLACES TO SUPPORT **ALL FOUR MODES**



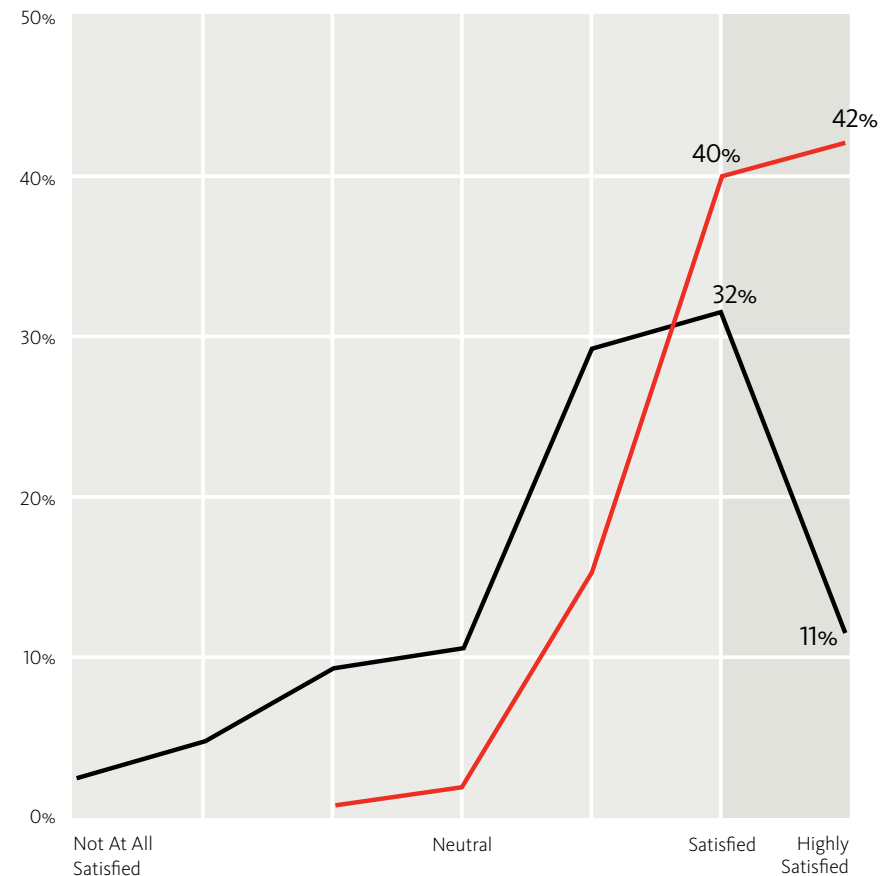
FINDING THREE

EFFECTIVE WORKPLACE DESIGN DIRECTLY CORRELATES TO **BETTER BUSINESS PERFORMANCE**

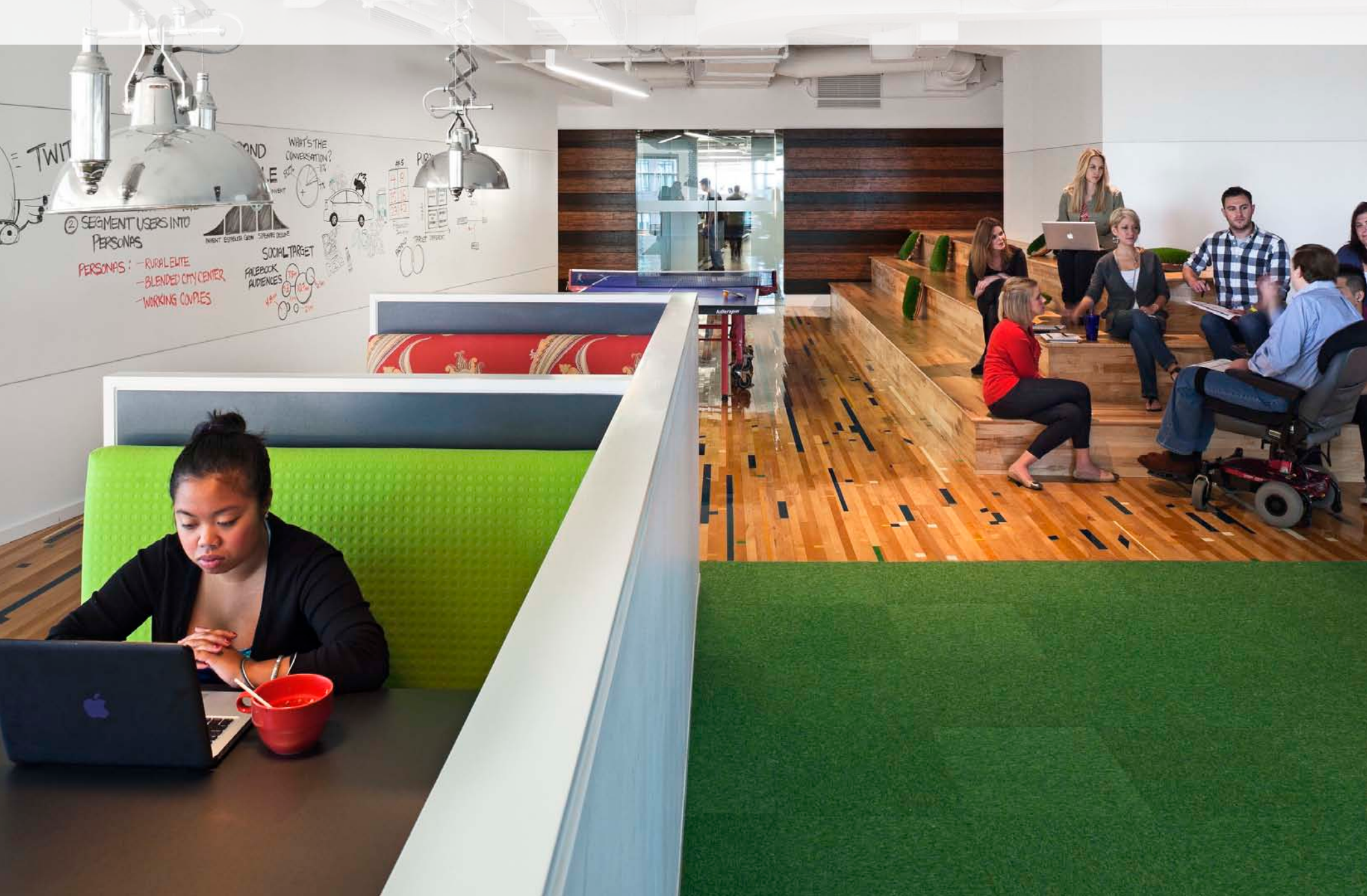


WORKPLACE SATISFACTION

■ Top-performing Companies
■ Average Companies



2013 WORKPLACE FINDINGS





FINDING ONE

U.S. WORKERS ARE **STRUGGLING** TO WORK EFFECTIVELY



53%
report being
disturbed by
others when
trying to focus.

42%
use makeshift
solutions to block
out distractions
in the workplace.

SOURCE: 2013 GENSLER WPS



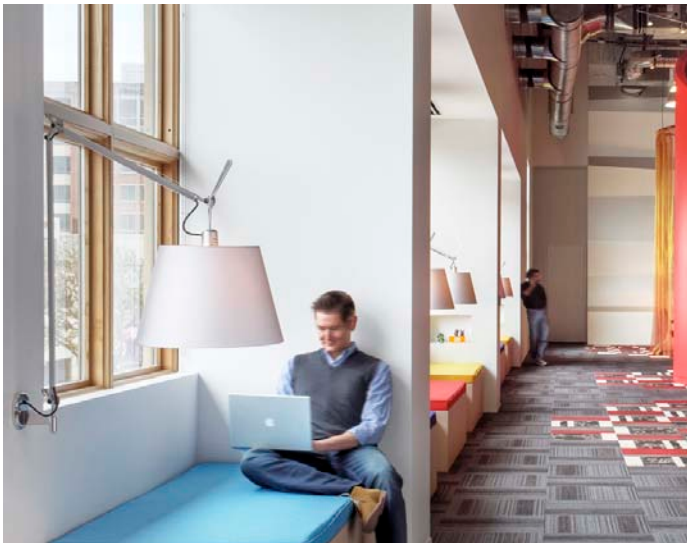
FINDING TWO

EFFECTIVE WORKPLACES **BALANCE** FOCUS AND COLLABORATION

77%
prefer a quiet
environment
when they need
to focus.

69%
are unsatisfied
with noise levels
at their primary
workspace.

SOURCE: 2013 GENSLER WPS



FINDING THREE

CHOICE DRIVES **PERFORMANCE** AND **INNOVATION**



16%
believe they
could focus
most effectively
at home.

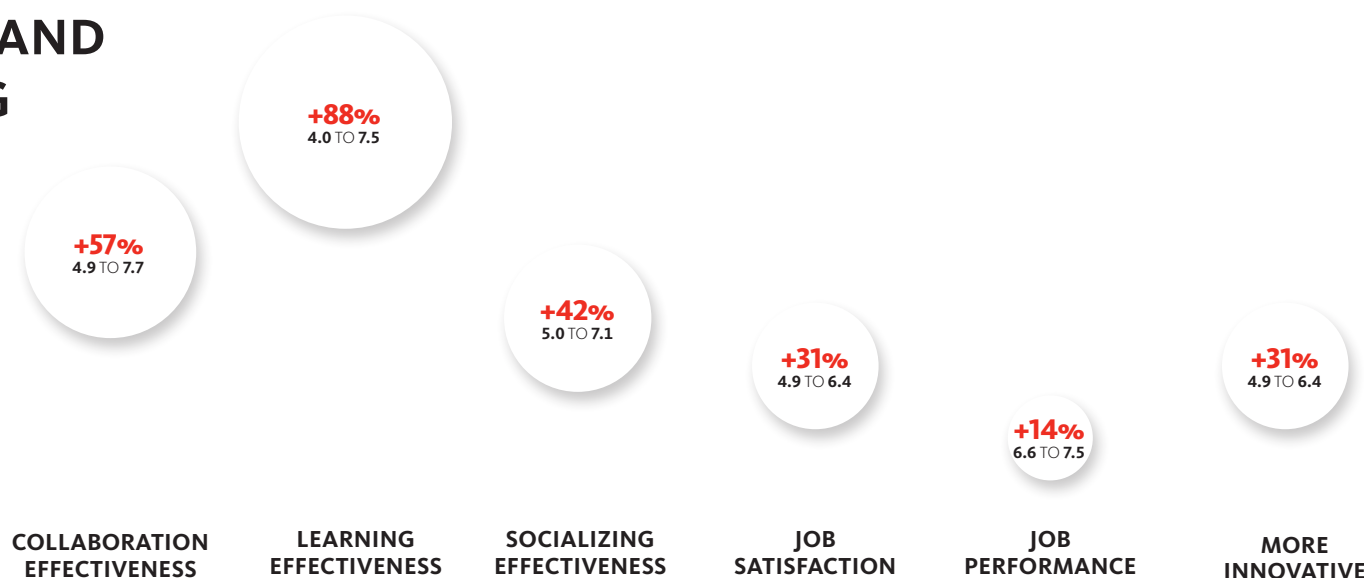
73%
believe they
could focus most
effectively in an
office setting.

SOURCE: 2013 GENSLER WPS



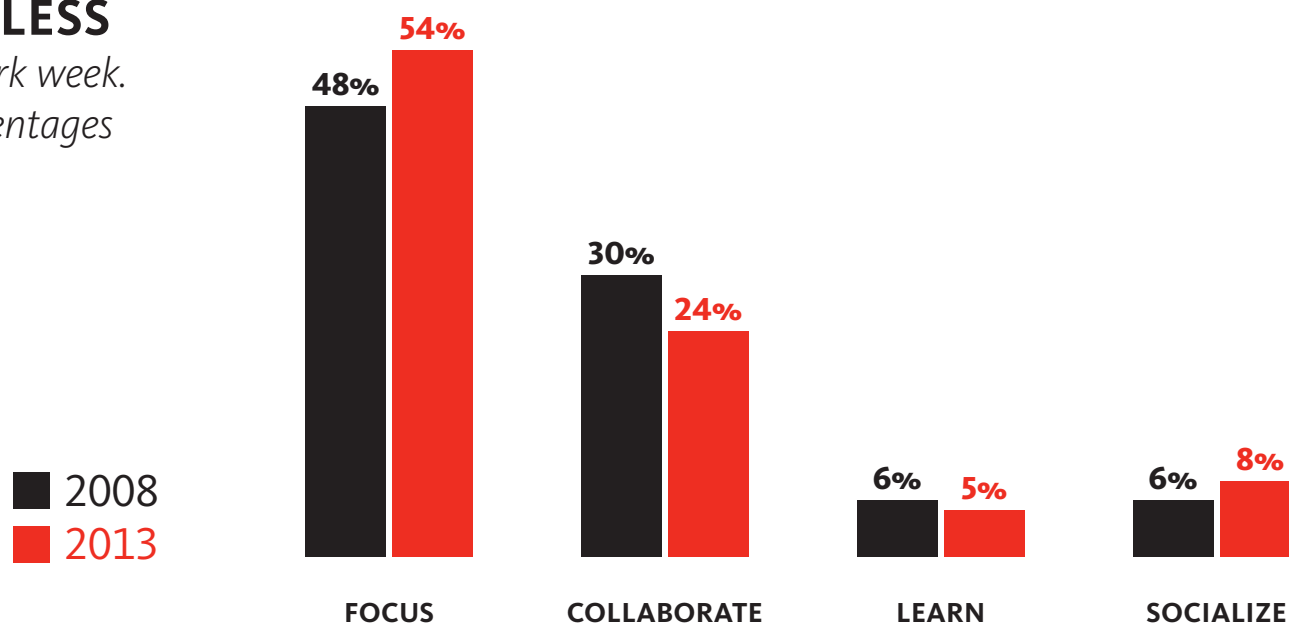
EMPLOYEES WHO CAN FOCUS ARE MORE EFFECTIVE AND HIGHER-PERFORMING

Percentage improvement between respondents who report high focus effectiveness and those who report low effectiveness.



KNOWLEDGE WORKERS ARE FOCUSING MORE, COLLABORATING LESS

Represents percentage of average work week. Time not accounted for in these percentages was listed as "other."



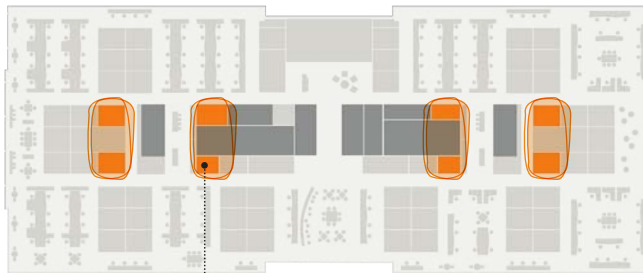
TRENDS IN HIGH PERFORMANCE WORK ENVIRONMENTS

- Work Modes/Office Densification
- Mobility/Technology
- Choice
- Wellness/Sustainability



FOCUS

Unassigned semi-private rooms used for concentrated work, quiet areas, and one-on-one discussions. Locate where accessible for use, but minimize distractions and interruptions.

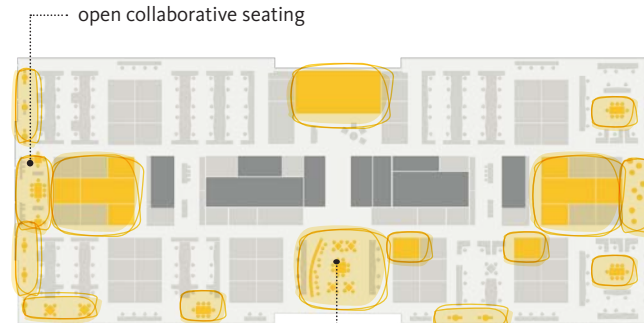


focus rooms

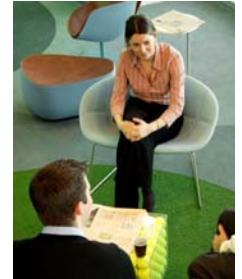


COLLABORATE

Formal or informal meeting spaces for sharing knowledge and information, discussin, listening, and co-creating either face-to-face or virtually.

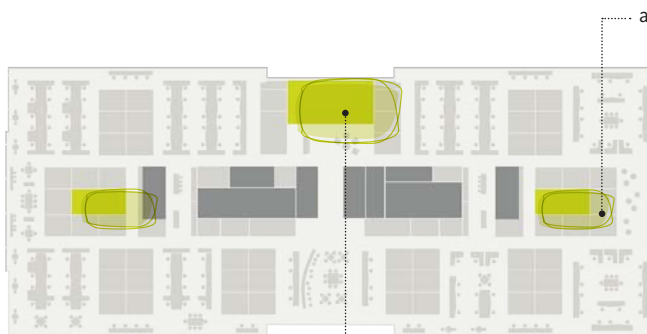


cafe /dining areas can double as collaboration areas



LEARN

Flexible spaces for training, concept development, problem solving, discovery, teaching, integrating and applying knowledge.

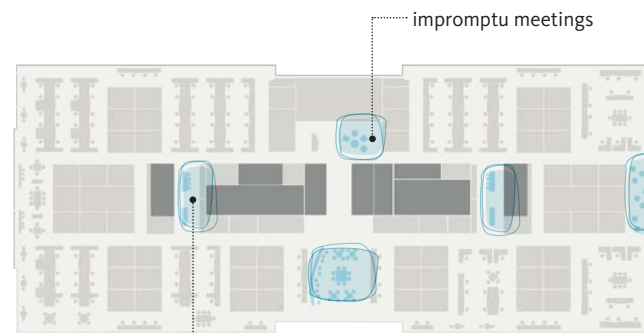


large meeting room/
training room



FOUR WORK MODES: SOCIALIZE

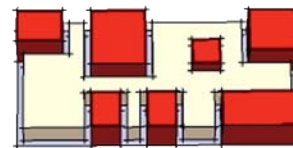
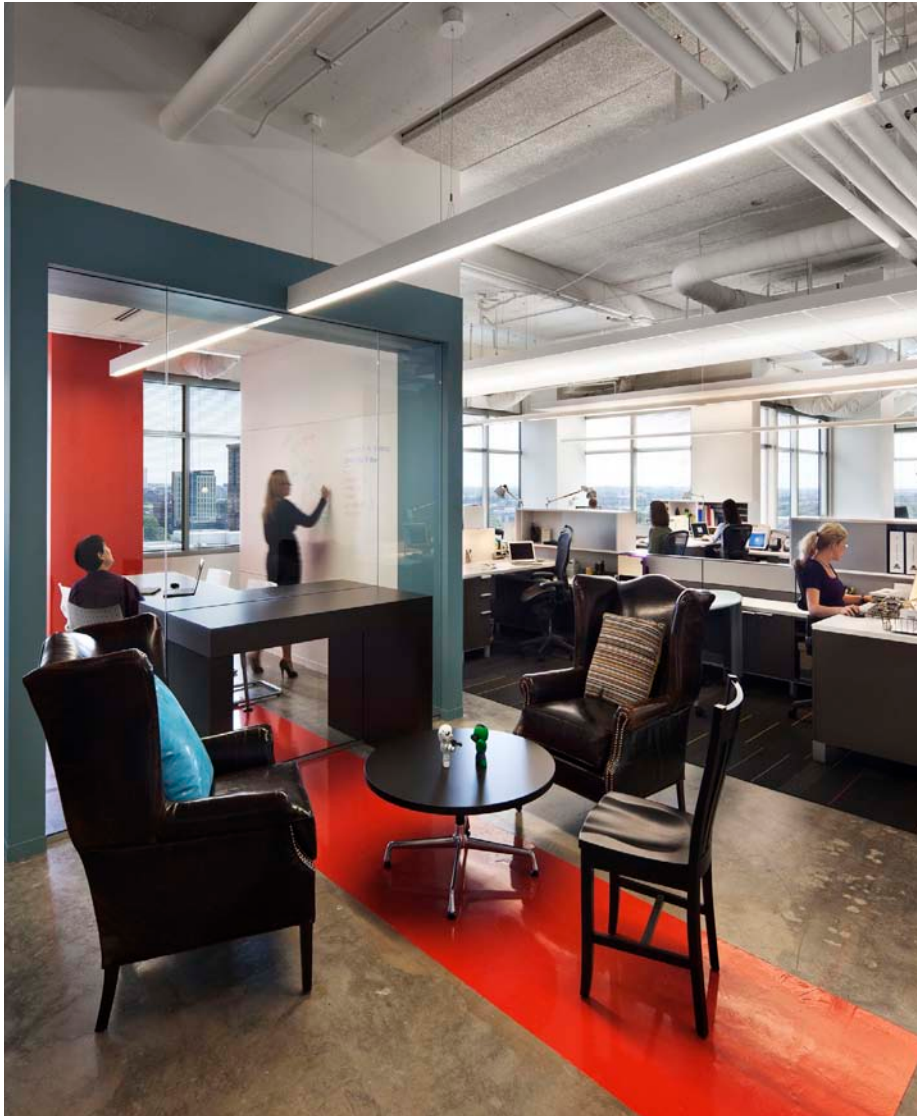
Relaxed environments for building collegial and productive relationships through talking, laughing, networking, celebrating, and mentoring.



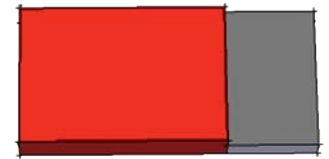
copy/pantry



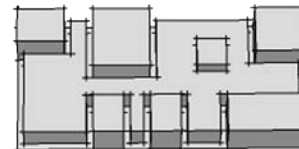
OFFICE DENSIFICATION



Stay & Pay



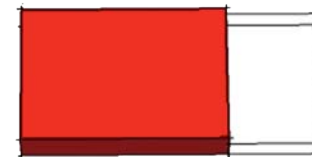
Compress & Save



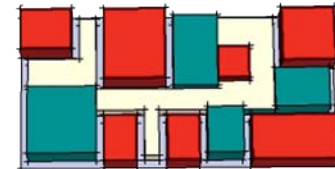
Relocate



Compress & Sublet



Compress & Dispose



Enhance Environment

MOBILITY

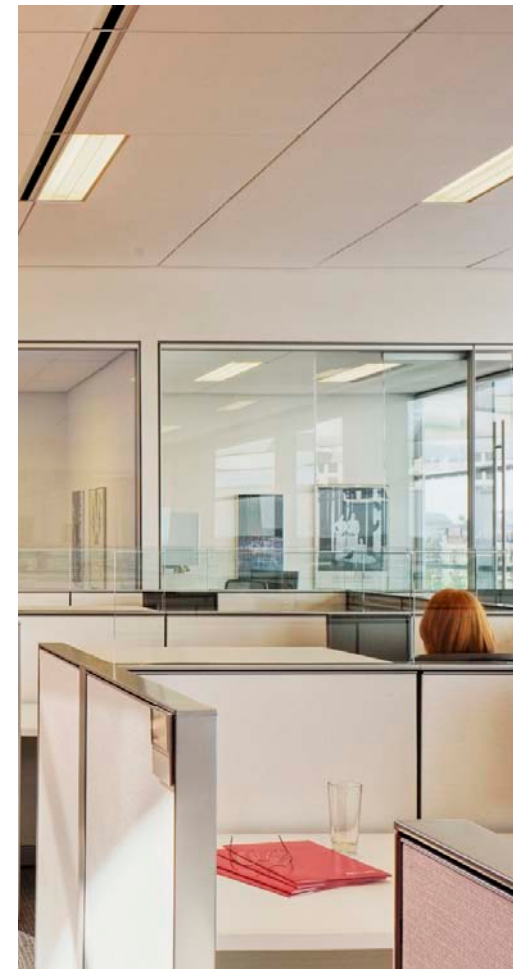
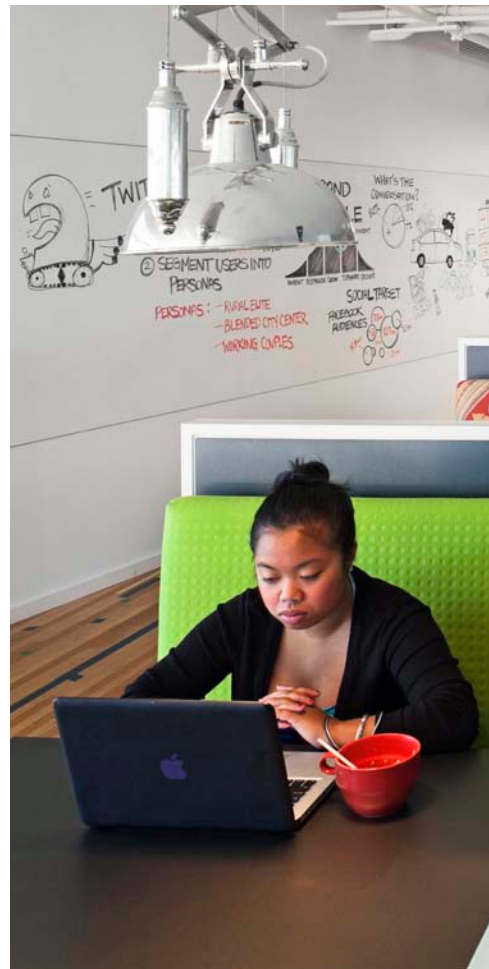
Mobile employees have adopted work rules that allow them to choose where to do their work **WITHOUT A ONE-TO-ONE SEATING RATIO.**

89% of millennials say that having flexible work options is important
- HBR & US Census Bureau

91% of employees do some work outside of the office
- Nemertes Research, 2007

70% average time spent each week in the office by the American workforce when given the choice of when and where to work

50% average time each day that employees are not at their desk



MOBILITY

TECHNOLOGY ALLOWS FREEDOM TO WORK EVERYWHERE



TOP TRENDS IN TECHNOLOGY

1. GLOBALIZATION B.R.I.C.K.

Brazil, Russia, India, Indonesia, China, Korea

2. SOCIAL NETWORKING

Using mobile devices

3. CONNECTED WORLD

Anywhere, anytime, any device

4. MOBILE

Your mobile device is more important than your wallet

5. DIGITAL SATURATION

Sweden has 90% Internet penetration

India has 1.2 billion potential internet users

6. VIDEO

Moving to Quad-HD to Ultra HD in 5 years

7. DATA DELUGE

Information explosion

8. CLOUD COMPUTING

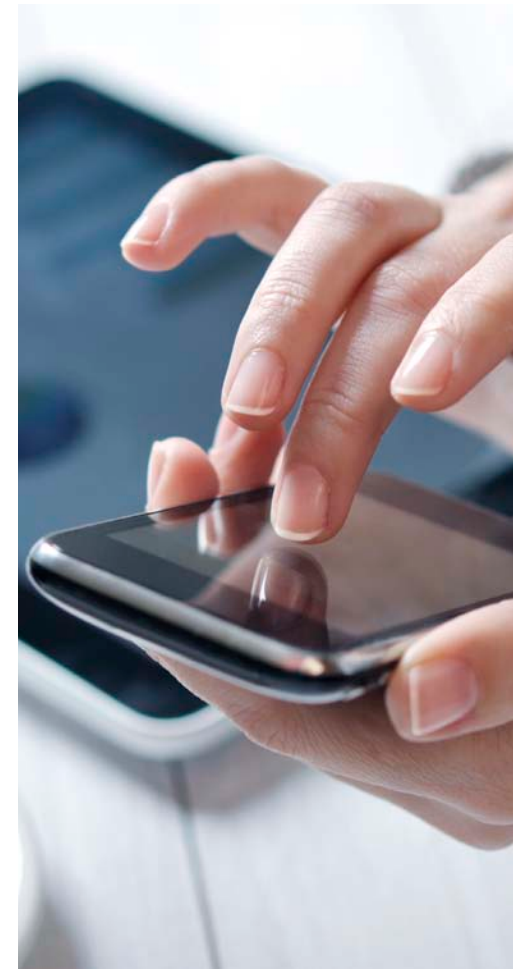
Remote servers platform that enables mobile computing

9. APPS

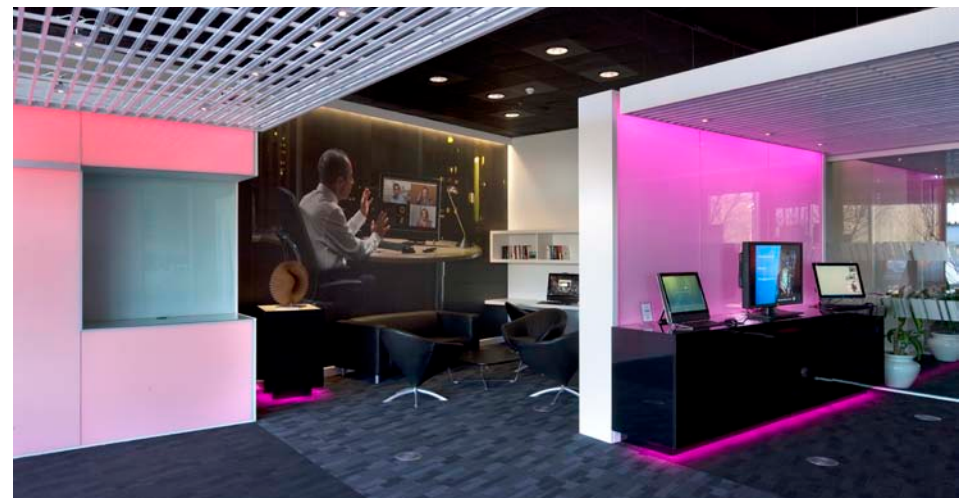
Mobile phones are used more for apps than for talking

10. EXPERIENCE

It's all about the customer's experience



GREATER **CHOICE** IN WHERE AND HOW TO WORK



WELLNESS/SUSTAINABILITY



NATURAL LIGHTING

- Balance between daylighting and interior lighting



AIR QUALITY

- Reducing indoor air pollution



ACOUSTICS

- Improved acoustic performance



TEMPERATURE CONTROL

- Personal control for comfort

WELLNESS/SUSTAINABILITY



80% number of employees that felt greater motivation and loyalty to their company

4.8% increase in productivity due to sustainably designed environment

29% percentage of higher employee satisfaction in sustainably designed environment

2-5 number of sick days reduced annually due to sustainably designed environment

WORKPLACE RE-IMAGINED

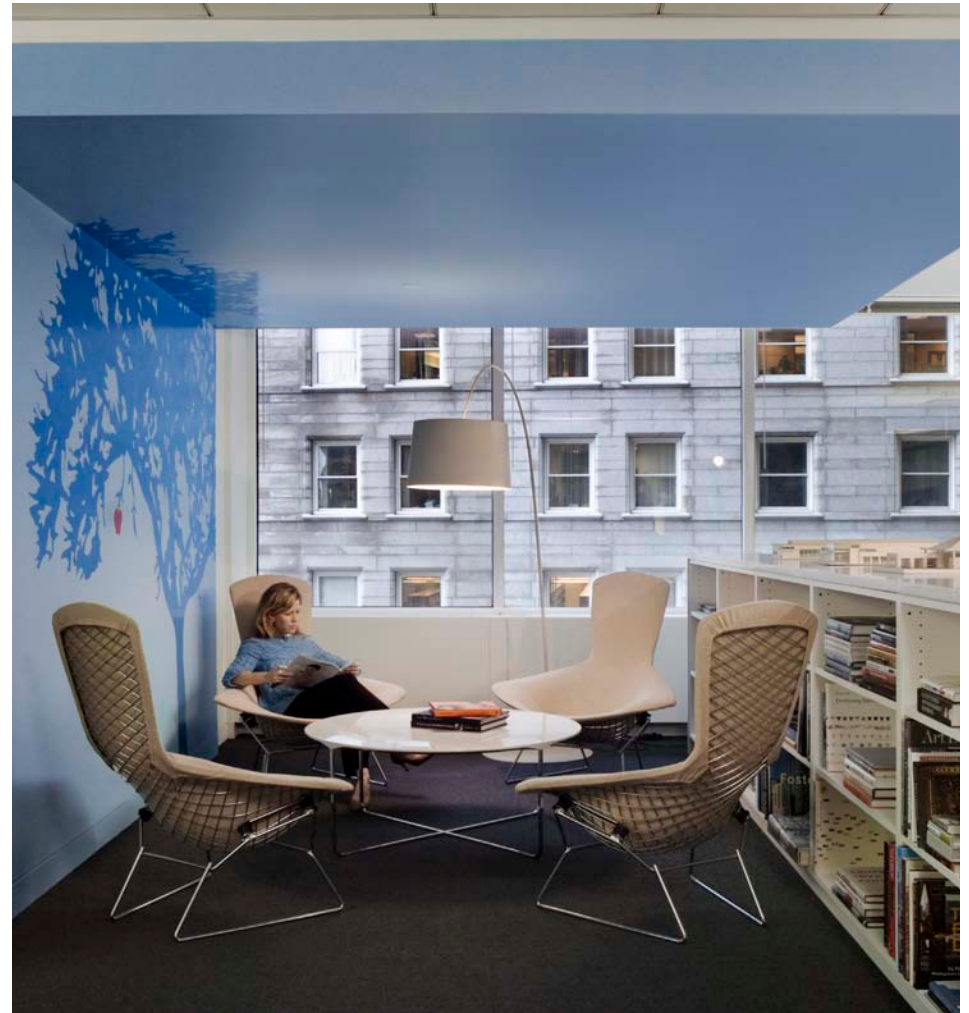


NOW WE'RE ASKING THE QUESTIONS **DIFFERENTLY**

How do you work?

How much time do you spend at your desk?

Do you have the right support to help you perform different kinds of work?



THE OPPORTUNITY



OPPORTUNITY 1 PROVIDE EFFECTIVE FOCUS SPACE

OPPORTUNITY 2 COLLABORATE WITHOUT SACRIFICING FOCUS

OPPORTUNITY 3 DRIVE INNOVATION THROUGH CHOICE

Drivers of Focus

Functionality + Quality of Primary Space



Satisfactory Noise
Level



Functionality



Design Look &
Feel

Drivers of Balance

Proximity + Availability of Alternate Spaces



meeting space



circulation &
support space



in-office amenities

Drivers of Choice

Enablers of Anywhere Working



Variety
of Spaces



Tools



Policy

ADDITIONAL FINDINGS



- Majority of employees prefer to work in the office
- Noise is a big problem
- Learning is more critical but less effective
- Hierarchical assignments continue
- Perception of companies' innovation varies by industry
- Levels of “choice” vary by industry
- Personality, gender, age showed few significant differences

CONSIDERATIONS

1. Does space reflect your culture and your priorities?
2. Does design of space allow effortless flow between work modes?
3. Are office elements movable to easily allow for ad-hoc balance?
4. Does your space allow for “double duty” use?



***“Our job is to give the client...what he
never dreamed he wanted”***

- Devvys Lasdon

