

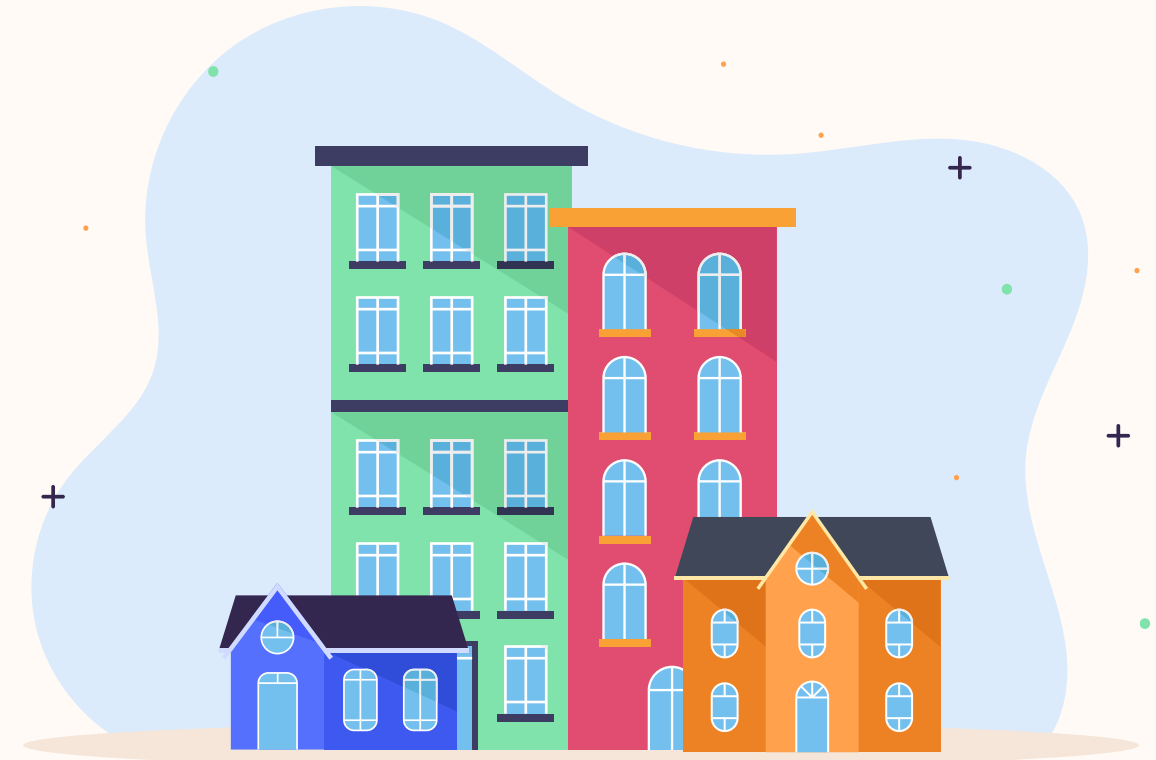
WORKPLACE WITH HEART: DRIVING NEW COMPETITIVE ADVANTAGES

PRESENTED BY:

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Gensler

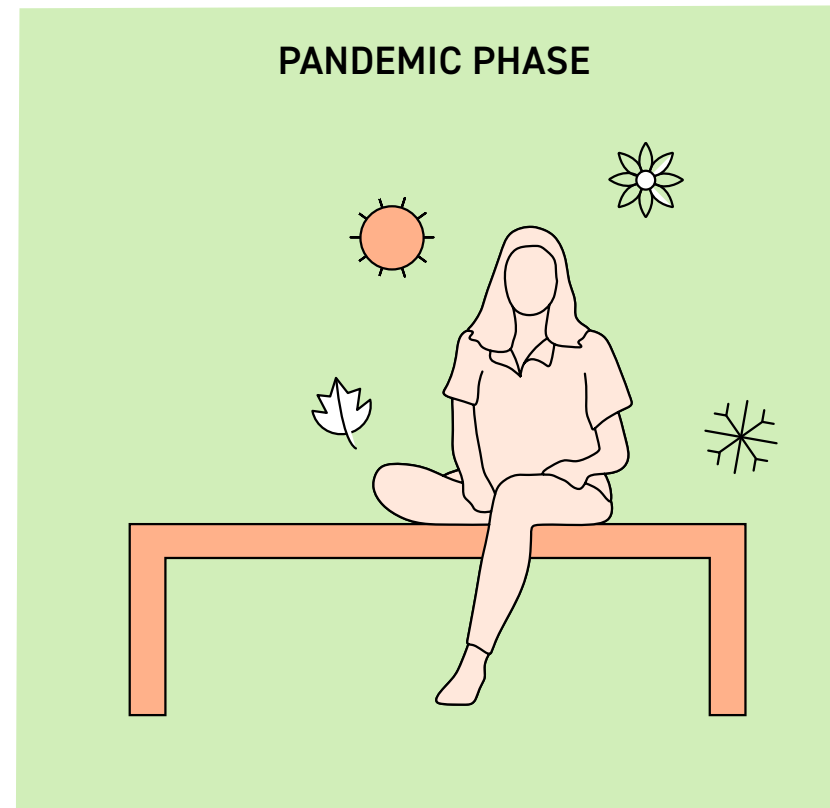


Searching for *employee engagement*

HOW WE FRAME THE WORLD



Good Times



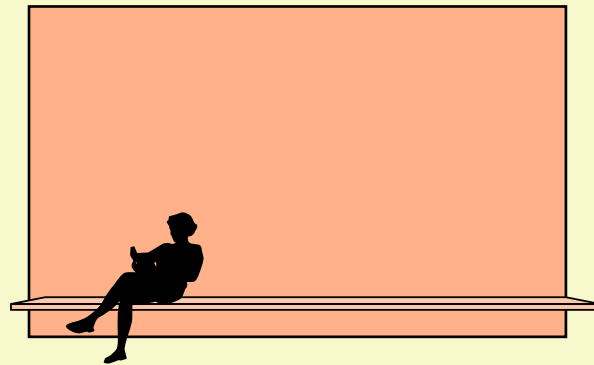
Are we there yet?



Will it ever be normal?

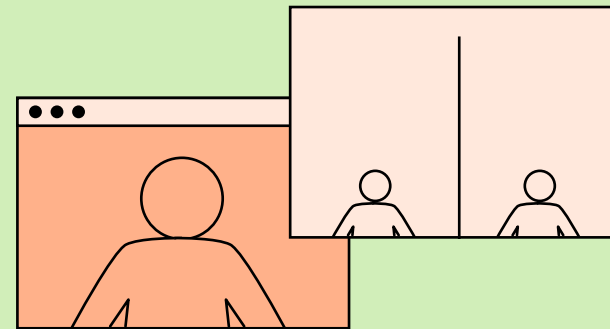
CHANGES UNDER OUR FEET

PRE-PANDEMIC



Discontent with Focus Work

PANDEMIC PHASE



Workarounds
Conference technology
Fatigue

POST-PANDEMIC

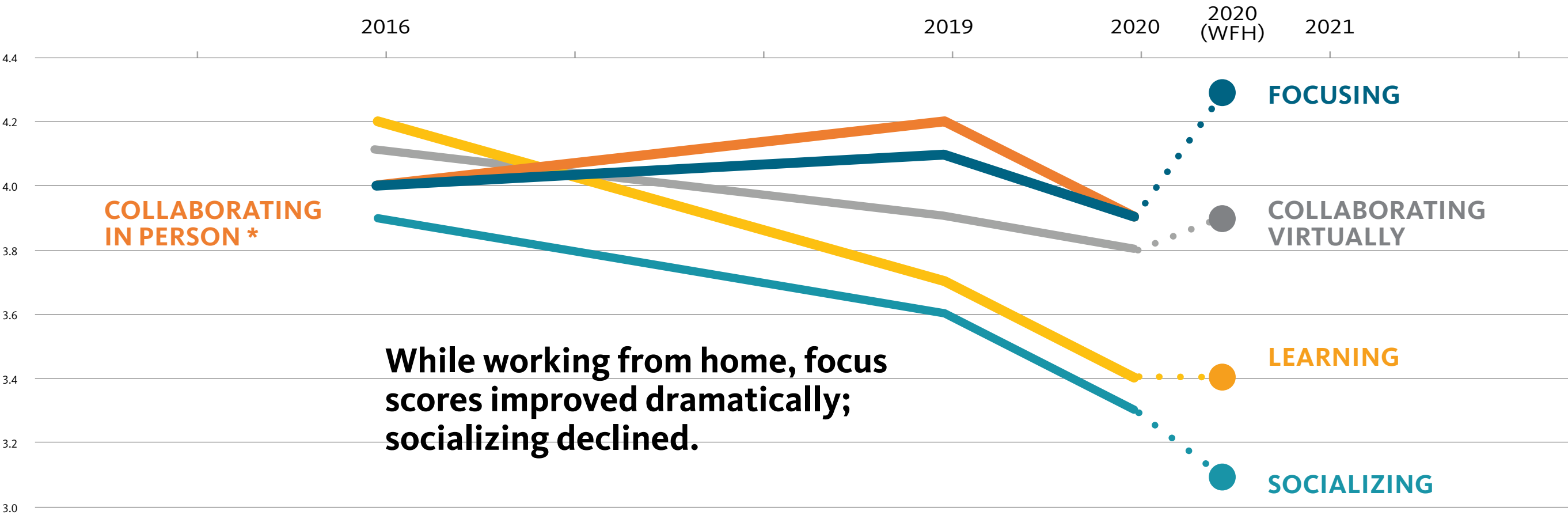


Work + Health
Power of choice
Blended environments

You cannot step into the same
river twice, for other waters
are continually *flowing on*

–Heroclitus

THE U.S. WORKFORCE WAS ALREADY GRAPPLING WITH AN EVOLVING WORKPLACE



The effectiveness of the workplace in supporting each work mode by year, as measured on a 5-point scale where 1 is least effective and 5 is most effective.

* Collaborating in person was not measured in the Work from Home Survey

WORK & WORKPLACE ARE FOREVER ALTERED

A pandemic has turned “normal” upside-down and inside-out. For the first time in history, work has been intentionally uncoupled from the traditional office. Overnight, we’ve learned new behaviors, rapidly adopted new technologies and adjusted to new ways of working; and the question we’re all left wondering is, “what’s next?”

ENTIRE
WORKFORCE
IN THE OFFICE
(PRE-COVID)

PANDEMIC!

ENTIRE
WORKFORCE
WFH

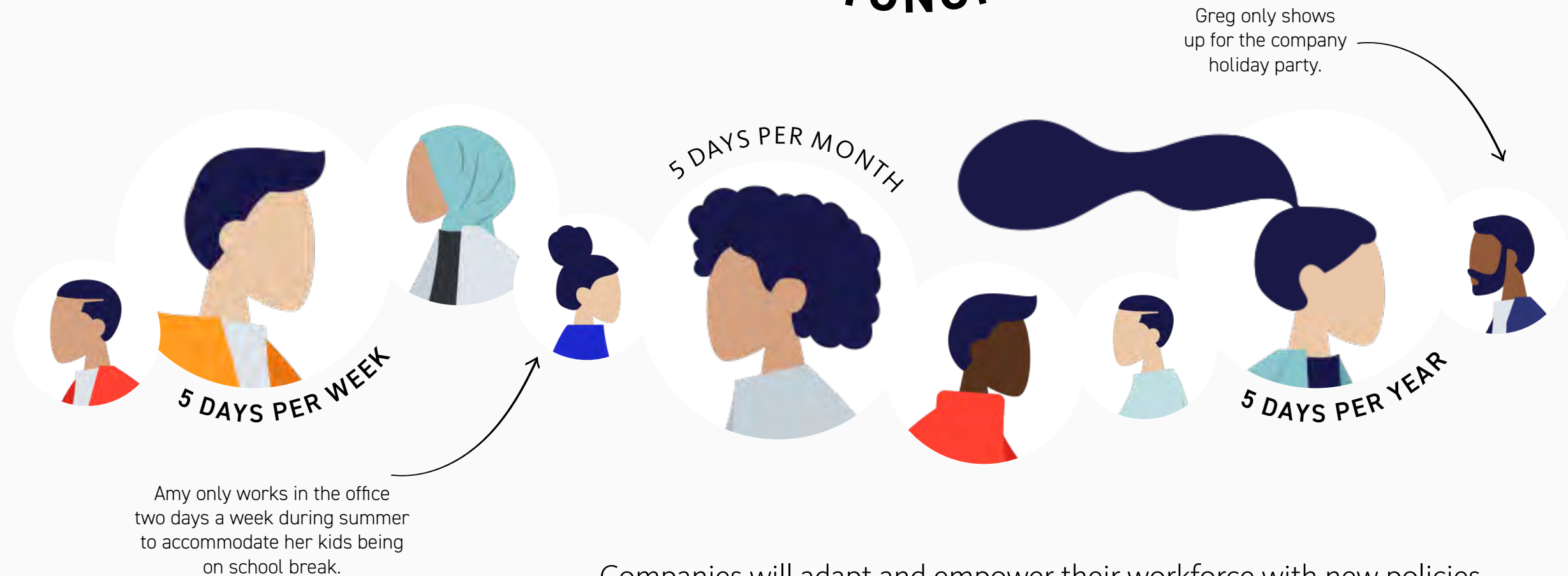
REMOTE WORK

HYBRID WORK

?

whee!

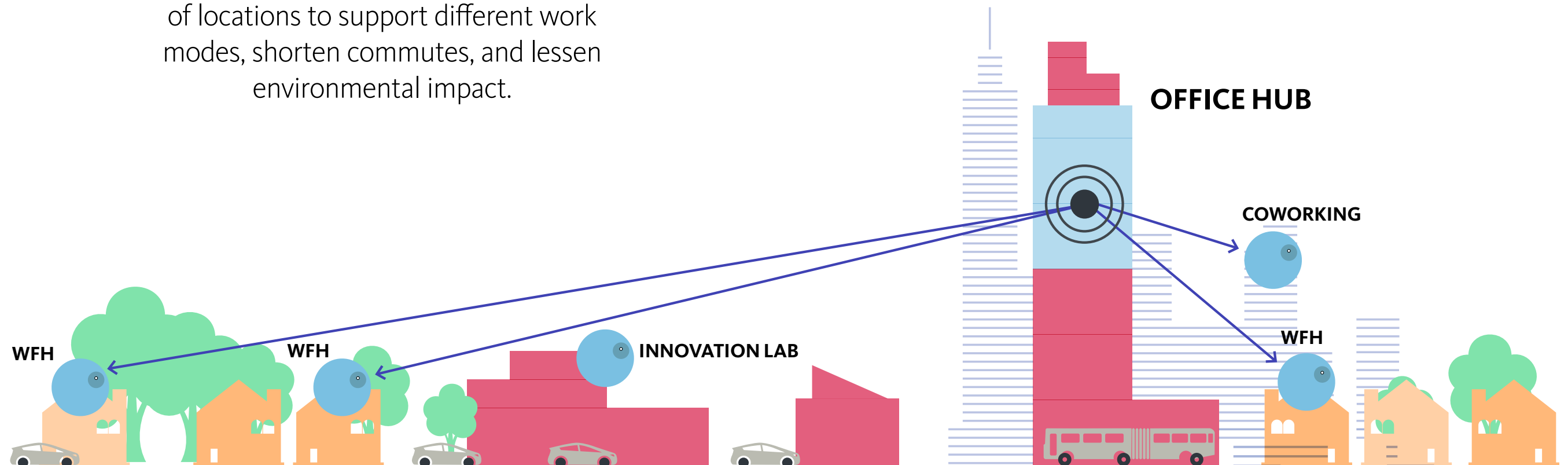
A NEW ERA OF CHOICE & AUTONOMY COULD EMERGE



Companies will adapt and empower their workforce with new policies and enablement, balancing work/life needs, stimulating a thriving culture, and enabling innovation to happen anywhere.

THE FUTURE IS HYBRID

Employees will conduct work from a variety of locations to support different work modes, shorten commutes, and lessen environmental impact.





SOME ACTIVITIES ARE BETTER DONE **AT THE** **WORKPLACE:**

- Nurturing human connections
- Building social capital
- Ideation + innovation
- Mentoring & learning

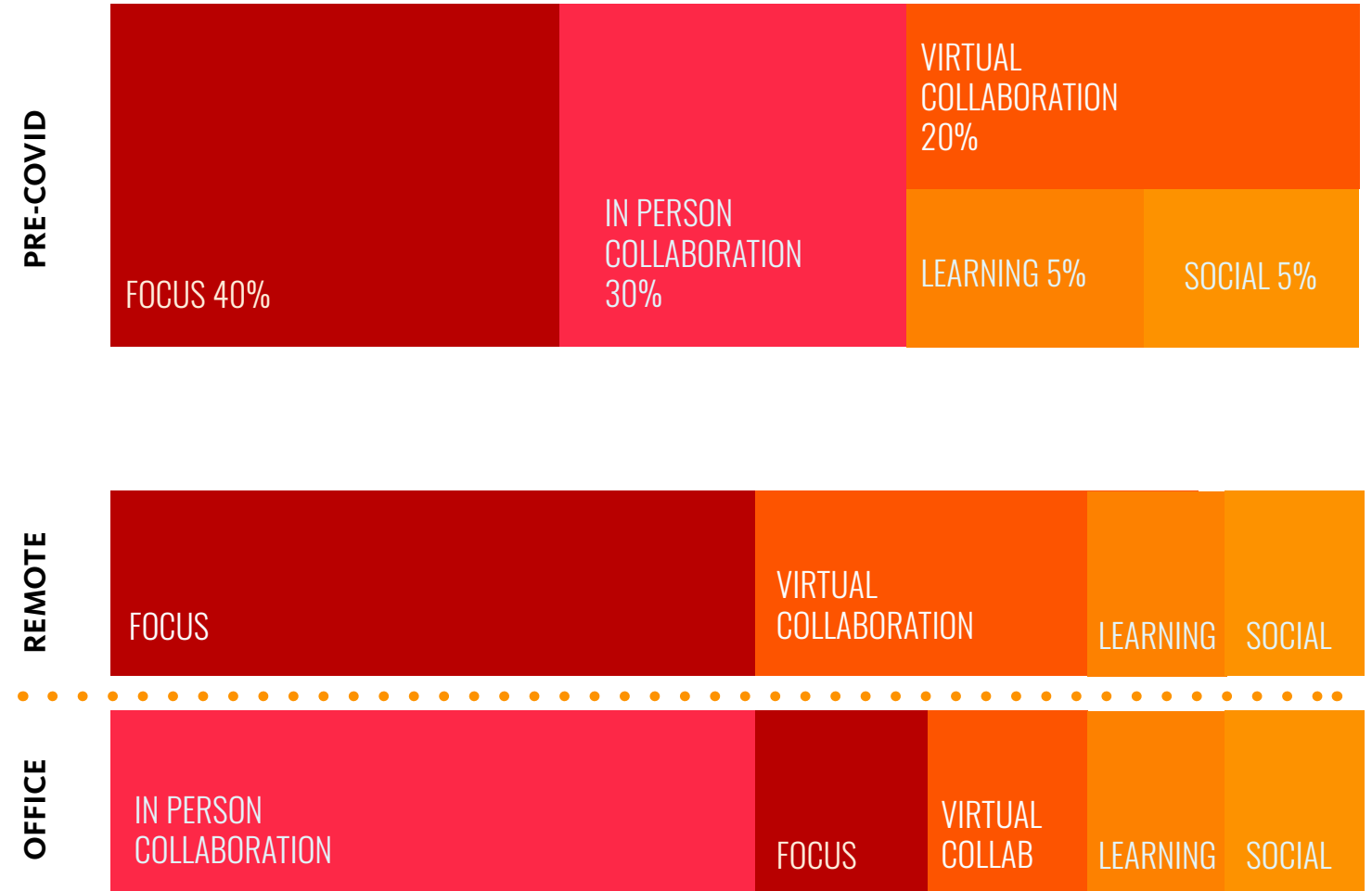


A PLATFORM FOR
MEETINGS INSPIRED
BY HOSPITALITY,
COLLABORATION
AND TECHNOLOGY,
SUPPORTING THE
CREATION OF
RELATIONSHIPS &
CONNECTIONS.

THE FUTURE OF WORK MODES

The way we distribute our time is going to change dramatically when adopting a more distributed way of working.

Our activities will split... remote working has accelerated, and it will forever change what we do best in the workplace.



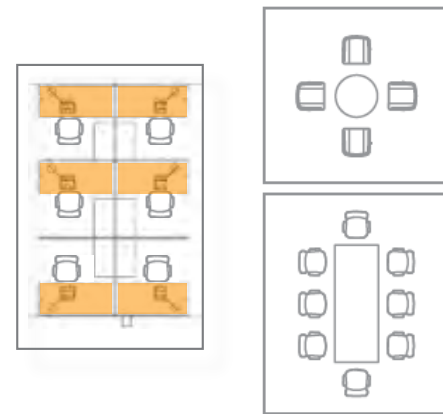
SO, WHAT'S THE FORMULA?

$$e=mc^2$$

WHAT IF WE CHANGE THE APPROACH?

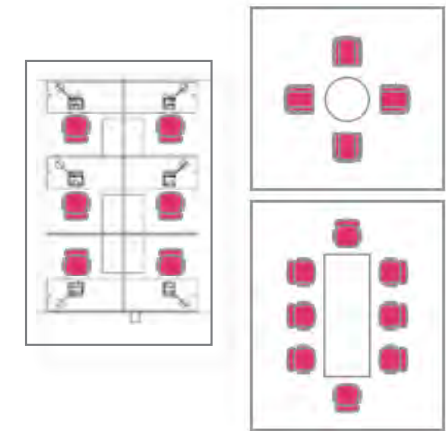
FROM DESK BASED

Only accounts for primary workspaces without considering other options such as team spaces, open collaboration, etc.



TO SEAT BASED

More granular approach that accounts for all spaces and emphasizes flexibility of collaboration spaces.



PRIMARY WORKSPACE – CENTRIC

Traditional Workplace Planning

PRE-COVID:

All planning ratios are based on WS numbers

SPACES ARE PLANNED BASED ON CAPACITY



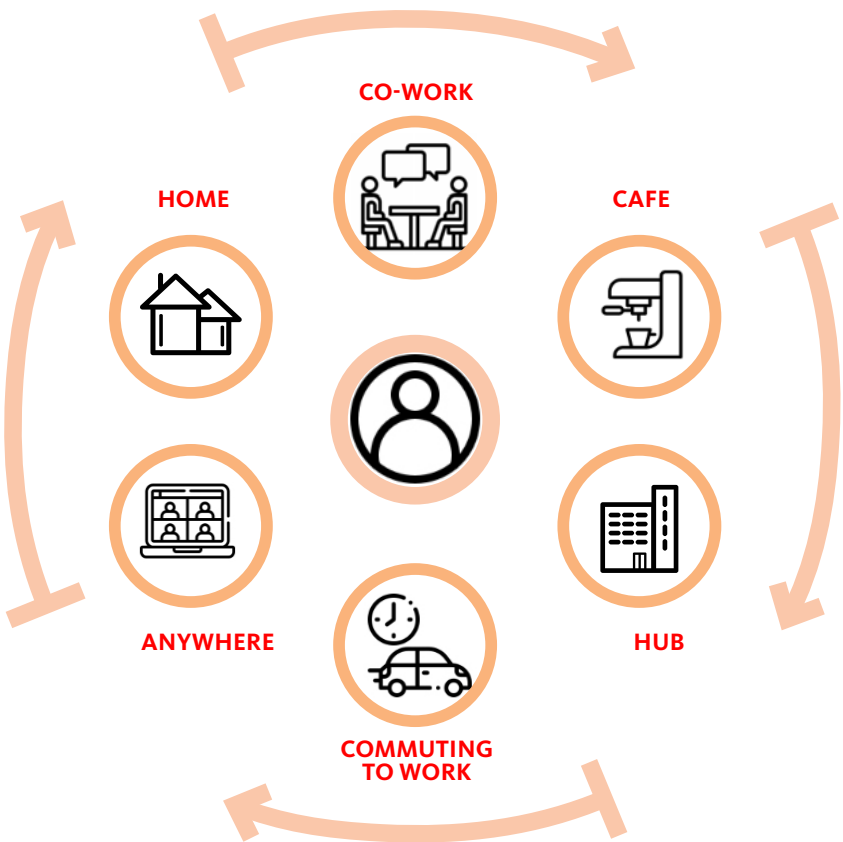
TO HUMAN EXPERIENCE – CENTRIC

Preference Based Planning

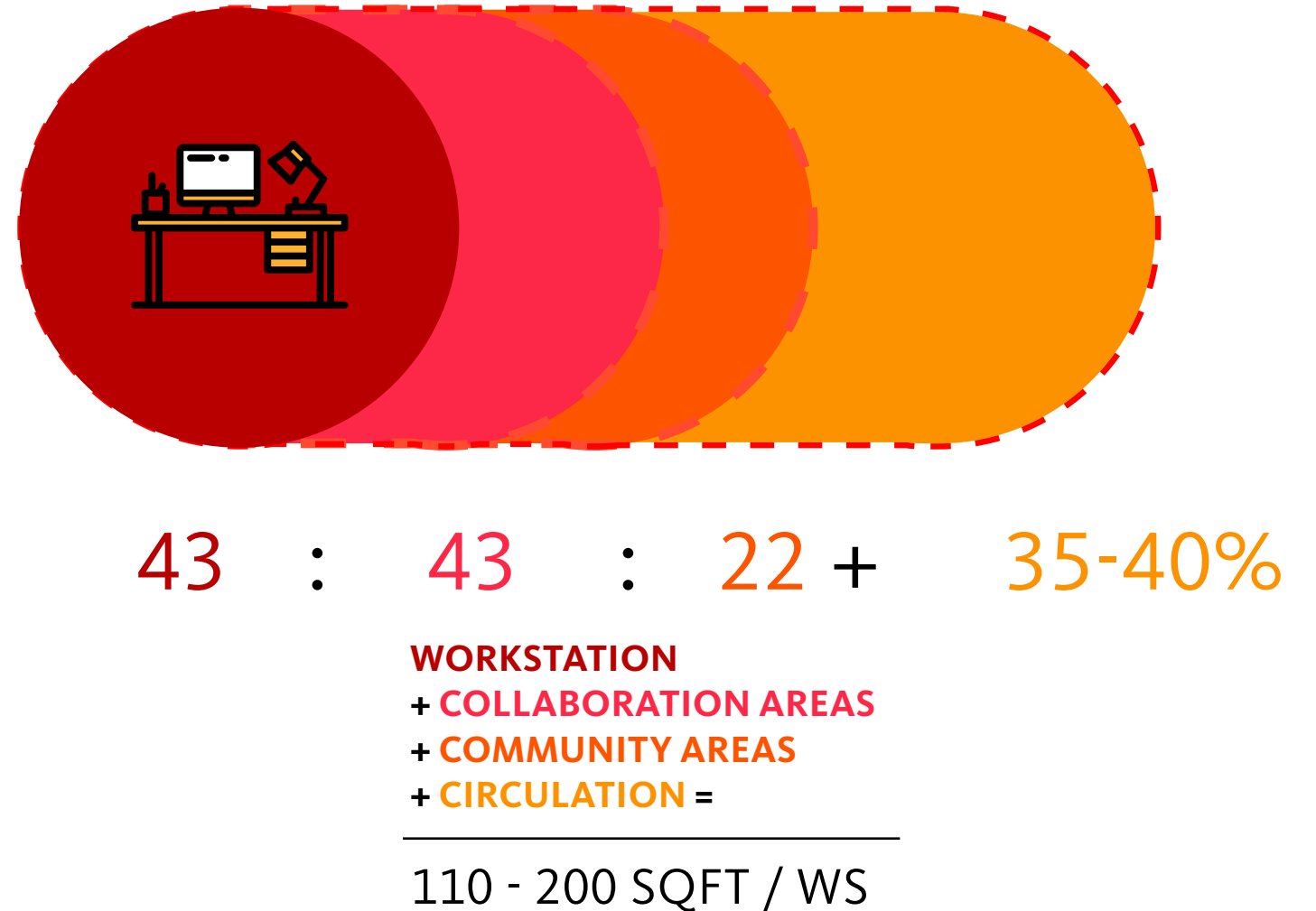
TOMORROW:

A holistic approach to support a distributed workforce

THINK SPACE AS AN OMNI-CHANNEL VALUE PROPOSITION



THE TRADITIONAL APPROACH TO DENSITY IN THE WORKPLACE IS BASED ON DESK CAPACITY

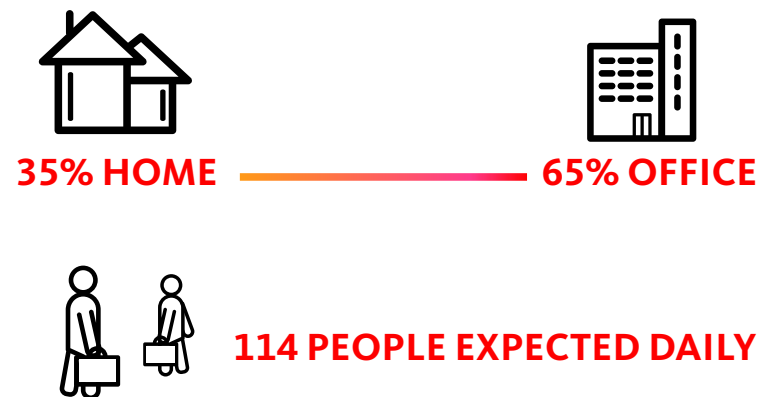


NEW OFFICE PLANNING

BASED ON PREFERENCE / ACTIVITY
CLIENT COUNT: 175 EMPLOYEES

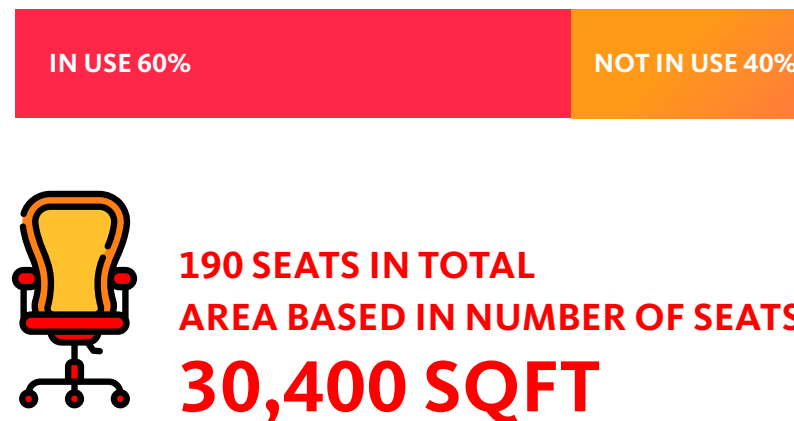
STEP 01:

DETERMINE DAILY OCCUPANCY



STEP 02:

DETERMINE SEATING CAPACITY



STEP 03:

A POTENTIAL OUTCOME:

12 - 13%
SPACE REDUCTION

+33%
SPACE PER PERSON

THE FUTURE IS EXCITING —AND TO SEIZE IT, EMPLOYEES
MUST BE **GIVEN CHOICE ON WHERE TO WORK**, AND
EXPERIENCES THAT DRIVE TRANSFORMATION:

IN HOW WE WORK.



BY SUPPORTING WELL BEING.

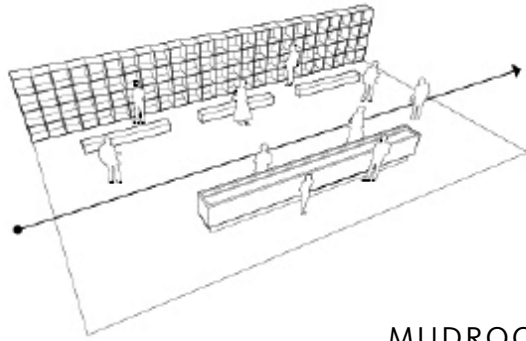


& EMPOWERING TEAM COHESION.



HOW DO WE GET THERE?

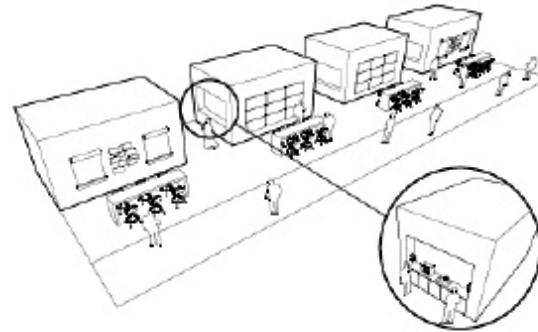
A NEW KIT OF PARTS



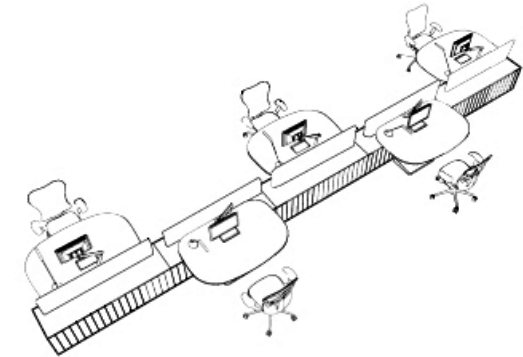
MUDROOM



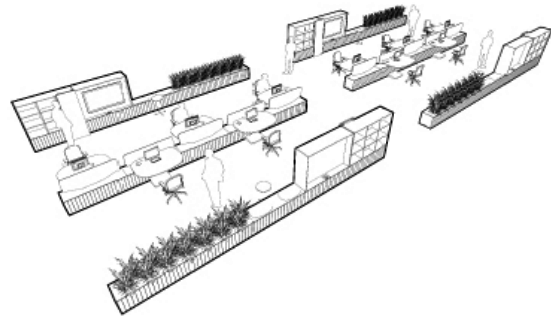
BARISTAS



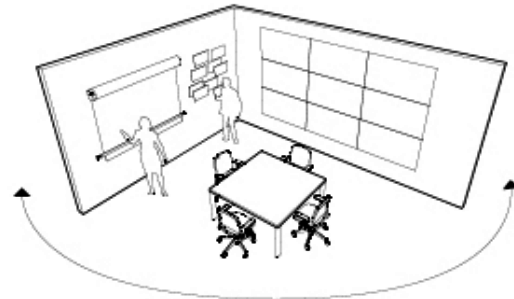
COLLABORATIVE CORRIDORS



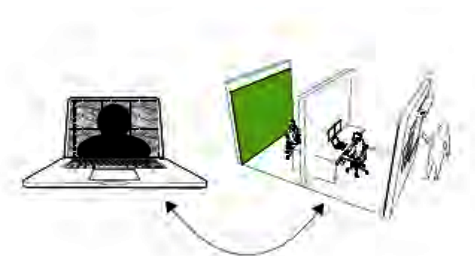
WORKSTATIONS CONFIGURATIONS



NEIGHBORHOOD CONFIGURATIONS



RECONFIGURED CONFERENCING



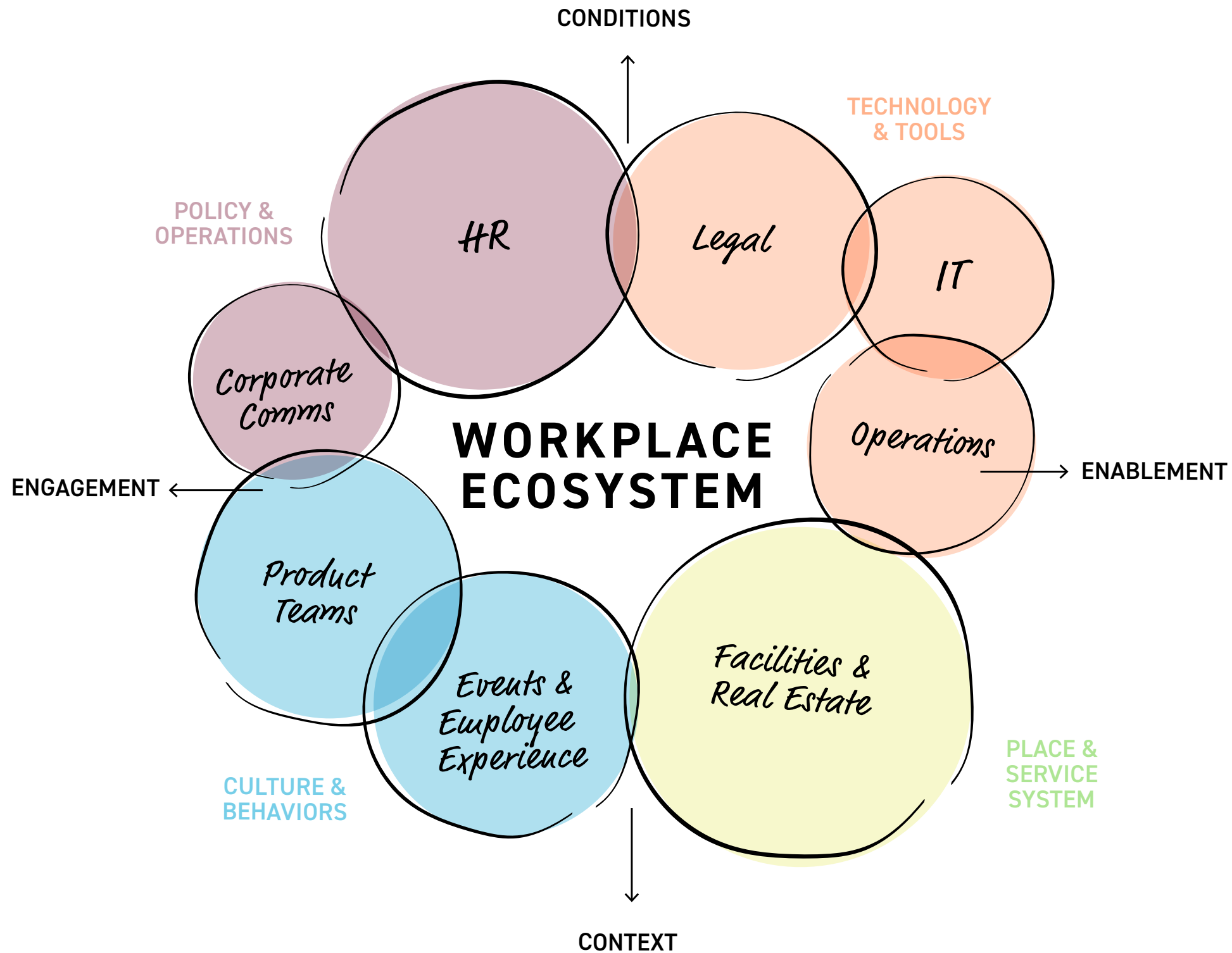
VIRTUAL COLLAB SPACE



COMMUNITY KITCHEN

NEW WAYS TO CONNECT & COLLABORATE



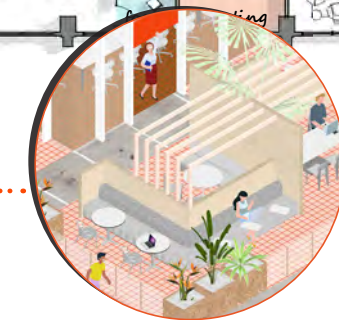
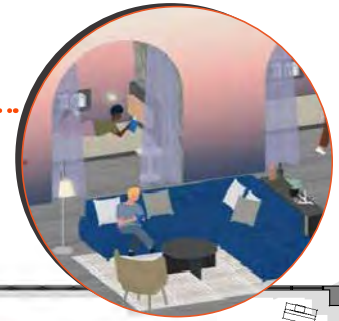


The hybrid and connected workplace needs an ecosystem that is aligned around common purpose in the face of complexity.

TECH FREE ZONE

BREAKOUT SPACES

OFFICE HUB



CONFIDENTIAL CONSUMER GOODS CLIENT

VIRTUAL COLLABORATION

OUTDOOR CONNECTION

COLLABORATION NOOK

Thank *you.*

Questions?

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