Does your Workplace Reflect your Workstyle
A HISTORY OF HOW WORKPLACE DESIGN HAS RESPONDED TO PARADIGM SHIFTS

TAYLOR OFFICE
1880 - 1945

DEMOCRATIC
1945 - 1960

DILBERT WORLD
1960 - 1995

NEW UNIVERSAL
1995 - 2003

ACTIVITY OFFICE
1998 - 2010

THE CONNECTED WORKPLACE
2010 - ??
COLLABORATIVE WORKSPACE
PLANNING MODELS:

FORMAL

TEAM ORIENTED

CO-WORKING

WORKING LAB
A Workplace Strategy of Harmony & Engagement

- Enable Agility
- Build Community
- Inspire Individuals
- Create Balance
- Be Practical

Five Key Points of Balanced Planning Model

1. Dedicated Individual Workplaces
2. Interaction Hubs
3. Supportive Meeting Rooms
4. Focus And Privacy Rooms
5. Modularity And Flexibility
TEAM-ORIENTED MODEL

- Teams seated together in neighborhood or team pod
- Open workstations to encourage communication within the team
- Open collaboration areas included in team neighborhood.
- Collaboration is often informal and ongoing
- Enclosed meeting rooms support more formal collaboration needs
- Seats are assigned to individuals for the duration of the project. Team reshuffle when projects change.
CO-WORKING MODEL

- Teams occupy a flexible, shared neighborhood
- Individuals not assigned a specific seat.
- Variety of space types within a neighborhood allow flexible use
- Open work areas to encourage communication within the team
- Collaboration is both informal and formal depending on the team need
- Enclosed meeting rooms, huddle rooms and privacy rooms support the open work stations and team tables
- Neighborhoods are assigned to teams, but individuals choose where to sit based on their activity/needs
WORKING LAB MODEL

- Similar to Co-working model, but with additional flexibility
- Neighborhoods defined by movable, flexible furniture to allow rapid reconfiguration
- Teams mobilize rapidly and repeatedly
- Collaboration is informal and ongoing
- Very few, if any, enclosed spaces.
- No space assignments.
Four Work Modes
Four Work Modes

- Focus
- Collaborate
- Socialize
- Learn
Key dimensions of a balanced workplace

Culture + Space
Efficient + Effective
Individual + Community
Inside + Outside
Showcase + Workplace
Beta Space + Investment Space
Culture + Space

Space is an opportunity to tell your organizational story. Look to your North Star to create an authentic, meaningful space that attracts, inspires, and builds reputation.

More than logos and a finish palette

It’s not a one-time fix

Employee buy-in goes a long way

“I can point out many great features of our new home, but the best is that it perfectly captures our corporate culture.”
Steve Mueller, CEO, Southwestern Energy
Carling Communications
San Diego, CA
Re-branding and bringing two cultures to one space
Timeless
True to materials
Efficient + Effective

A lean office is desirable, but an anorexic one can be devastating. Balancing financial goals with human comfort and wellbeing improves the performance of people and place.

Ensure that assigned space is used productively

Determine the right mix of spaces to support work styles

Approach projects holistically

Use projects as opportunities to address culture, policies, user experience
Classy San Diego, CA

Good mix of enclosed to open spaces

Collaboration in enclosed spaces

Snug pocket spaces for video conferencing
Balancing “owned” with “shared” workspaces requires a different calculus for each organization. Offset the limits of a shared individual workspace with access to quality alternative workspaces with seamless technology.

Strategies, ratios, design concepts, furniture must be right

Use reservation systems for shared spaces

Provide reserved and unreserved spaces

Leadership should set, advocate, and model policies
CBRE Downtown
San Diego, CA

“Heart” Spaces

Free Address
Inside + Outside

Today’s work anywhere, anytime environment provides opportunities to balance indoor and outdoor spaces and time spent working at the office or away from it.

Space, tools, and policies must be aligned

Balance mobile work with office time

Program spaces for work and wellbeing activities
Invest in technology support
Program flexible outdoor working areas
Showcase + Workplace

Well designed workplaces are great showcases and recruiting tools, but it’s not easy to work when you’re on display. Balancing the activity of these spaces to support day-to-day work fosters engagement, satisfaction, and retention.

- Establish neighborhoods of work styles
- Create public and back-of-house zones
- Locate high activity or social spaces near circulation
- Enclose quiet spaces
Travel Website
San Diego, CA

1:5 ratio of conference rooms to individuals

Balances fun and work
Beta Space + Investment Space

Unfinished spaces designed to encourage experimentation and adaptation can co-exist with office space that is finely tuned to an organization’s culture and work styles.

- Make deliberate decisions about the purpose of each space
- Use design strategies to signal how to use space
- Design for alternative work modes
- Determine what’s permanent and what’s temporary for the appropriate level of flexibility
Black Mountain Systems
San Diego, CA

Built in Flexibility-future planning

Collaborative zones to encourage “hacking” of space
Factors that can drive a plan layout

Tactical - Operational Drivers

Culture - Brand & Vision

Employee Experience - Satisfaction
What are your Operational Drivers?
Tactical

Flexibility
Facilities Protocols
Economics
Technology
Furniture
Acoustics
Culture

How is your brand embodied in your space?
Culture

Staff retention & attraction
Demographics
Driven by leadership
Brand
Amenities - services, cafe, fitness, outdoor space
Employee Experience

What is your staff looking for in a workplace?
Employee Experience

Choice & Flexibility
Workflow
Mobility & Technology
Heath & Wellness
# Planning for Different Scales

<table>
<thead>
<tr>
<th>Under 10,000 SF</th>
<th>10,000 SF - 50,000 SF</th>
<th>50,000 SF and Up</th>
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</thead>
<tbody>
<tr>
<td>• Multi-tenant floors</td>
<td>• Full floor layouts eliminate corridors</td>
<td>• Campus planning</td>
</tr>
<tr>
<td>• Lease driven design</td>
<td>• Flexible space planning</td>
<td>• Multiple floors and buildings</td>
</tr>
<tr>
<td>• Shared Building Amenities</td>
<td>• Multiple floors</td>
<td>• Company amenities (fitness, café, outdoor areas.....)</td>
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<tr>
<td>• $$$ per/sf</td>
<td>• $$$ per/sf</td>
<td>• $$/sf larger SF can spread premium costs over the project.</td>
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<tr>
<td>• Growth needs?</td>
<td>• May look to build in some amenities within space</td>
<td>• Ability to plan outdoor space</td>
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<tr>
<td>• Universal planning</td>
<td>• Consider adjacencies on floors and specific department needs</td>
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</tbody>
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Project stories to share
Microsoft Moffet Towers
Renovate America
LPL Financial
Gensler San Diego
Microsoft Moffet Towers

- Smaller offices (7x9) with various collaborative spaces
- Varying planning layouts based on group choice
- Right sized conference rooms based on surveys
Renovate America

Plan is focused on maintaining their culture
Highly collaborative
3 distinct floors based on functions