

INFLUENCING  
**CHANGE**



BUILDING TOWARD  
**OUR FUTURE**

**Workplace  
Design**

+

**Space  
Utilisation**

=

**Talent  
Retention**

Joseph Poskie

TRIMBLE REAL ESTATE AND WORKPLACE SOLUTIONS



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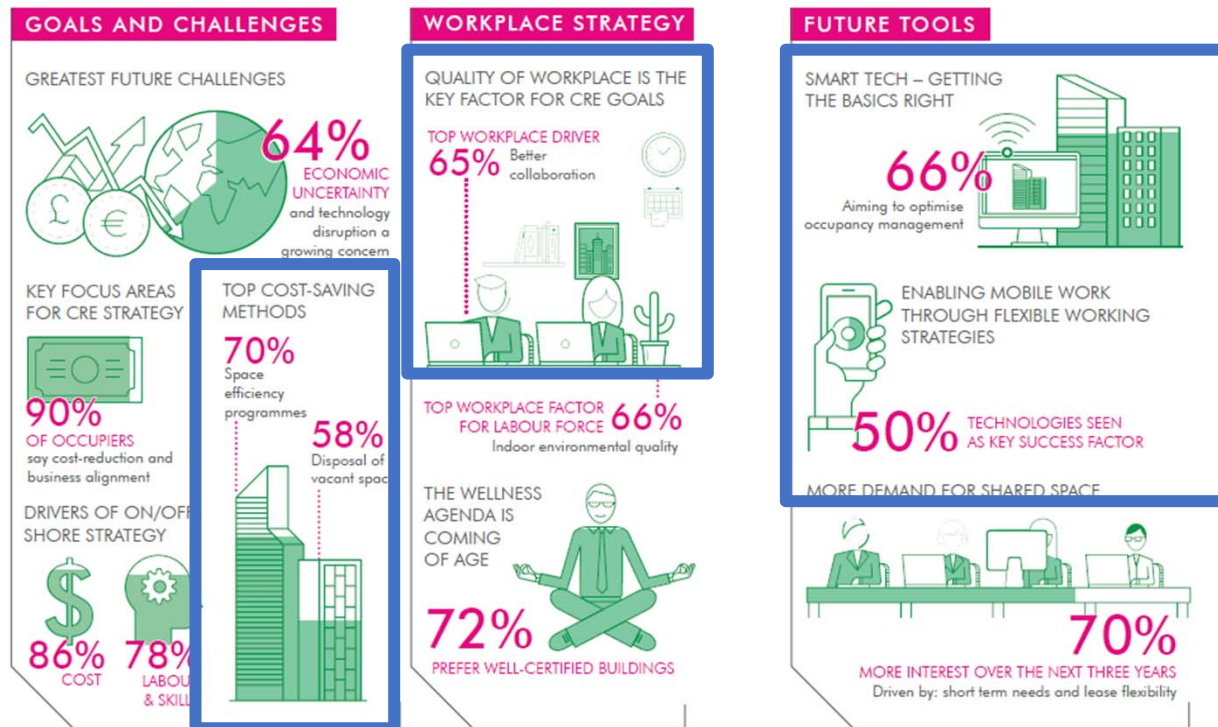
# Changing Workplace Requirements

## Contemporary business objectives:

1. **Attract & retain the best quality talent available**
  - Increased competition for talent
  - Workplace enforcing branding values = Differentiator
2. **Optimize business & staff productivity**
  - Productivity and engagement within the agile workplace
  - VIP experience for visitors – attract and retain clients
3. **Minimize total cost of occupancy**
  - OPEX reductions of >30%



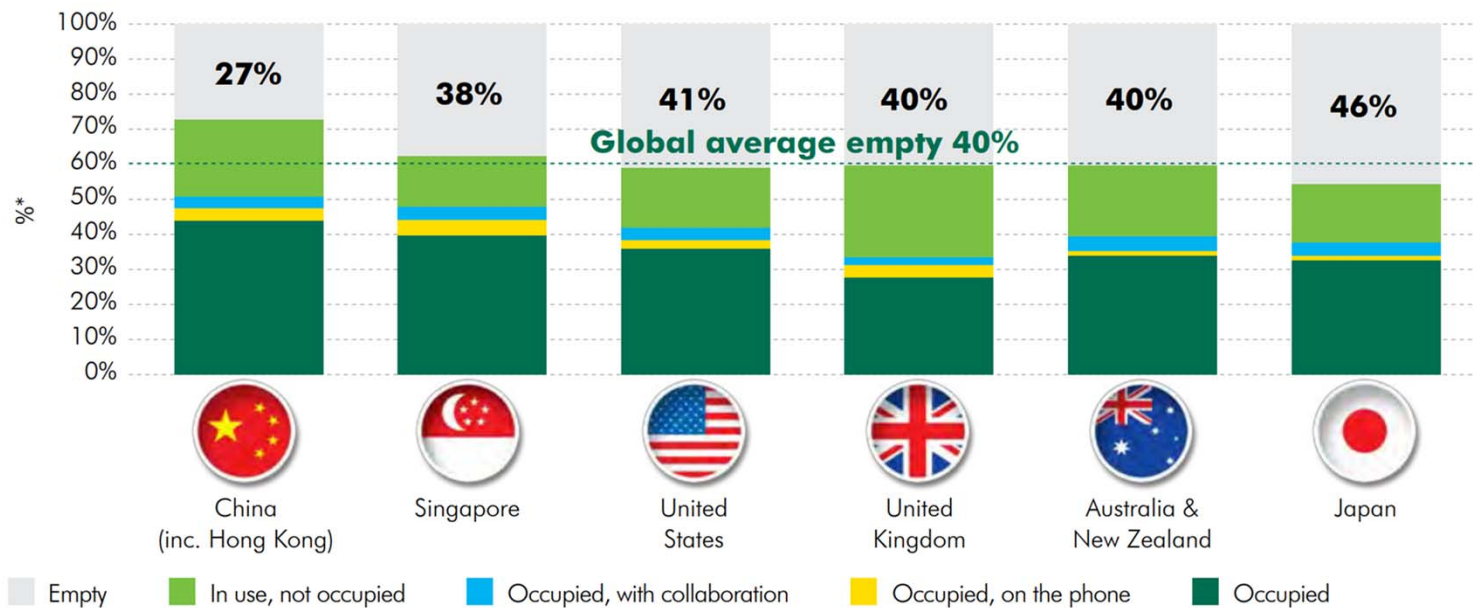
# CBRE Occupiers Survey 2017





# Allocation & Utilization

## Space Utilisation by Country



Source: CBRE, September 2015.

\*Figures based on CBRE observations.

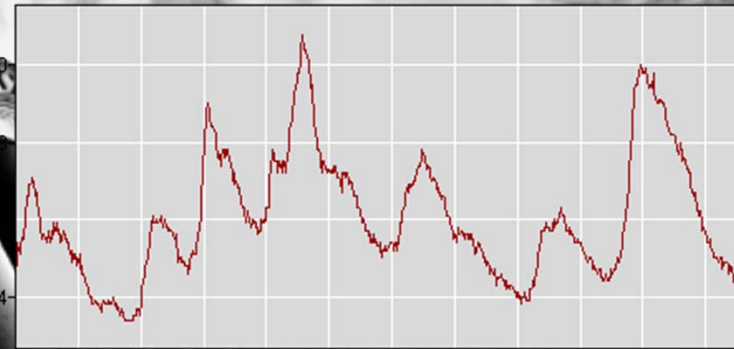
U.S. EMPLOYEES

WORLD'S BEST  
ORGANIZATIONS

33% vs. 70%

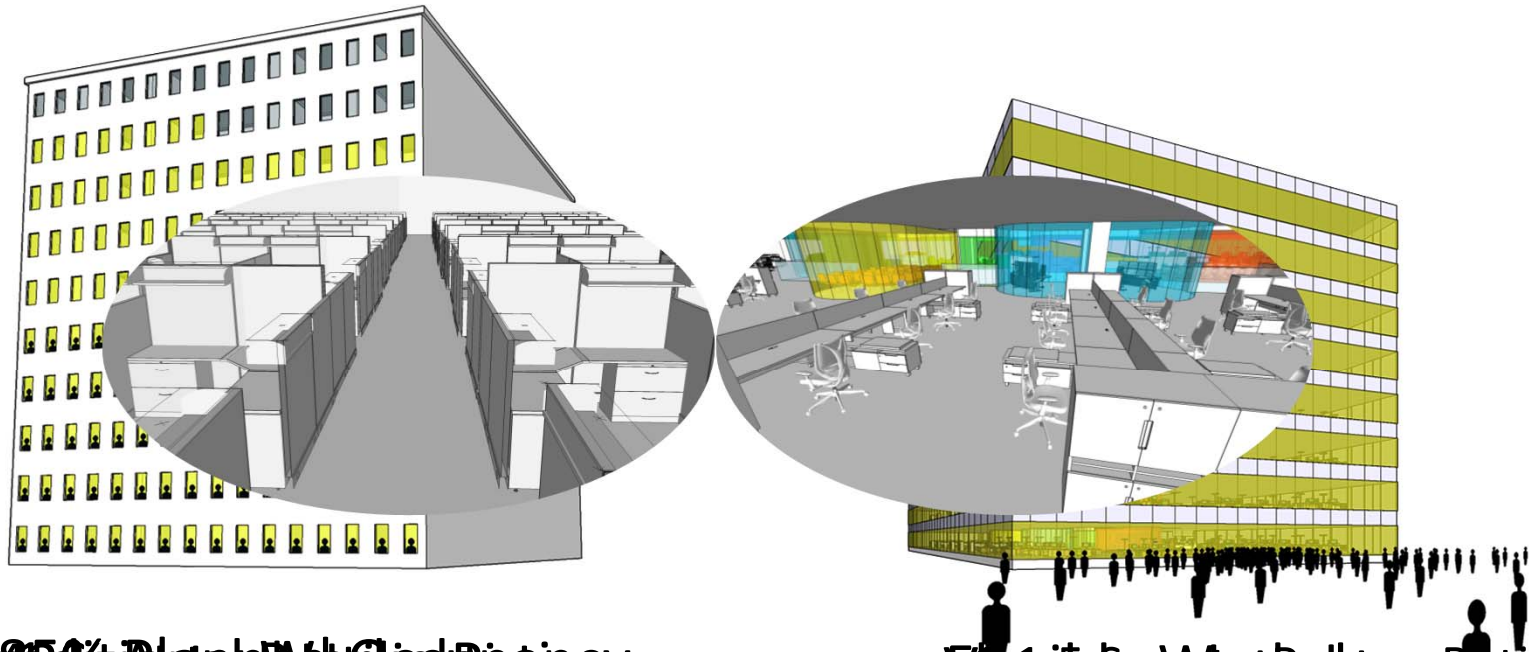
ARE ENGAGED AT WORK

51% ARE ACTIVELY LOOKING  
FOR A NEW JOB OR  
WATCHING FOR OPENINGS



Gallup - State of the American Workplace 2017

# Workplaces of Yesterday and Today...



- 85% Total Work Capacity
- 14% Actual Occupancy

- Flexible Workplaces
- Variable Workperson Ratio
- Utilization varies

# The social re-engineering of the workplace

## THE STODDART REVIEW

*The workplace is a catalyst for community and cohesion*

*Relationships are key to collaboration and business agility*

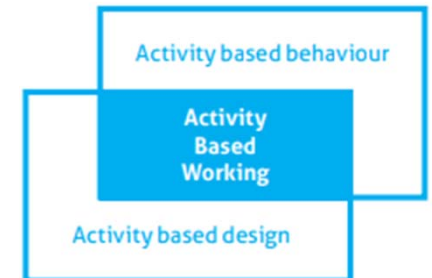
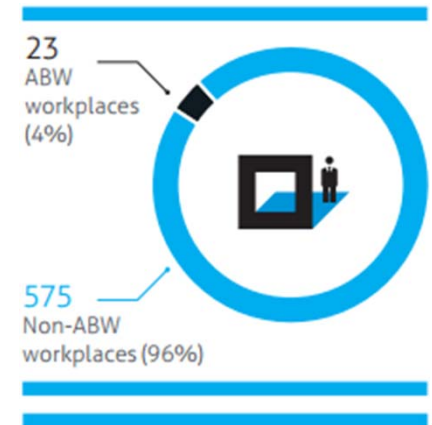
*“ABW is not just a new interior design project”  
(Eleanor Forster)*

*73% of workers in ABW environments are not utilizing them*

Leesman<sup>®</sup>

*“Agility and connectivity lead to the evolution of workstyles that are increasingly mobile, collaborative and technology-enabled.”*

(Rob Harris - 2016 - JCRE)



IFMA FACILITY FUSION

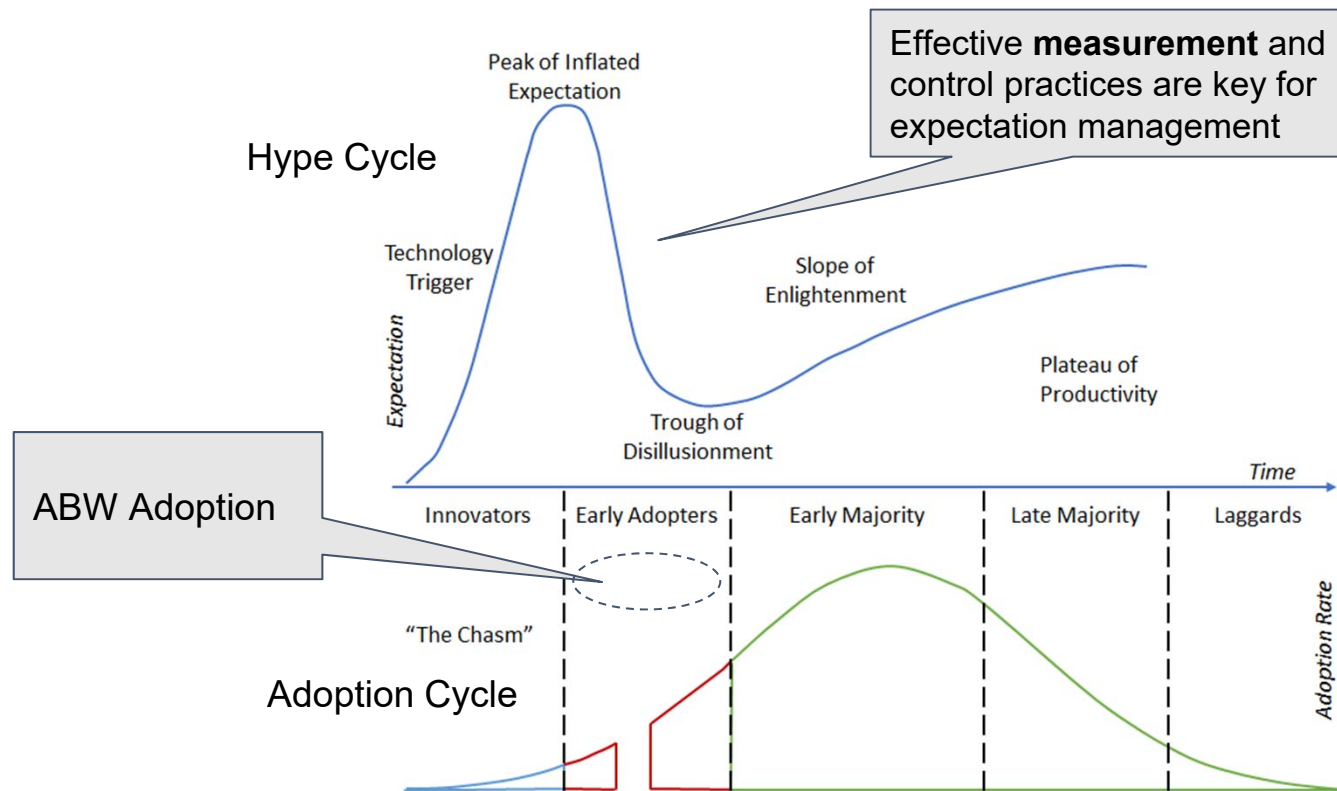
2018

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WORKPLACE  
Evolutionaries  
a Community of IFMA

# ABW adoption tipping point?



## 2 Variables in our Formula

### Workplace Design

Aesthetically pleasing

Promotes Collaboration

Suitable mix of workspace types

ALL in consideration of the employee and visitor experience aligned to our organization strategy



### Space Utilization

Objectively measure,

In real time,

From a variety of data sources in the building and the portfolio

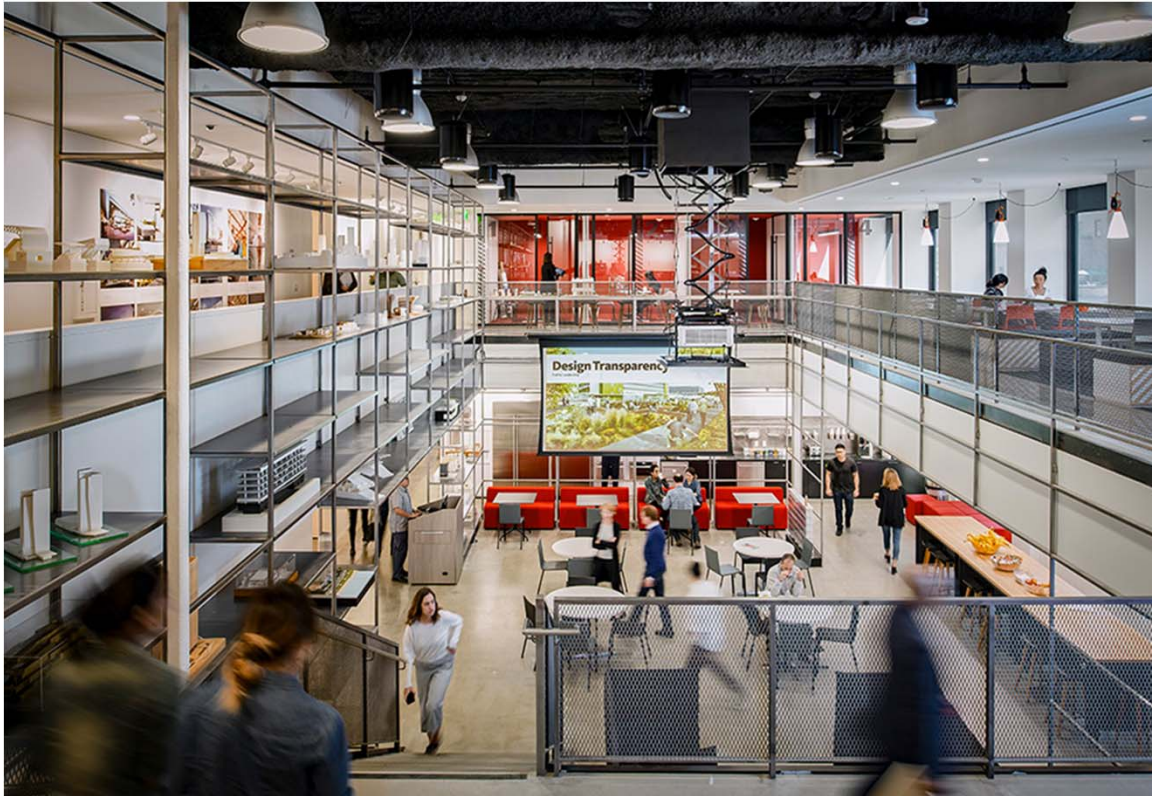


Capture  
Storage  
Utilization



So how can we get the design right?

# The future of architectural design at Gensler



Gensler's vertical campus, LA. Image courtesy of Ryan Gobuty, Gensler.

“We are starting to see design experience play a greater role than the architectural design itself.”

- Scott DeWoody,  
Gensler

# User Experience as a main tenet of design



“We try to understand what desired experiences are appropriate relative to the goals of our projects...”

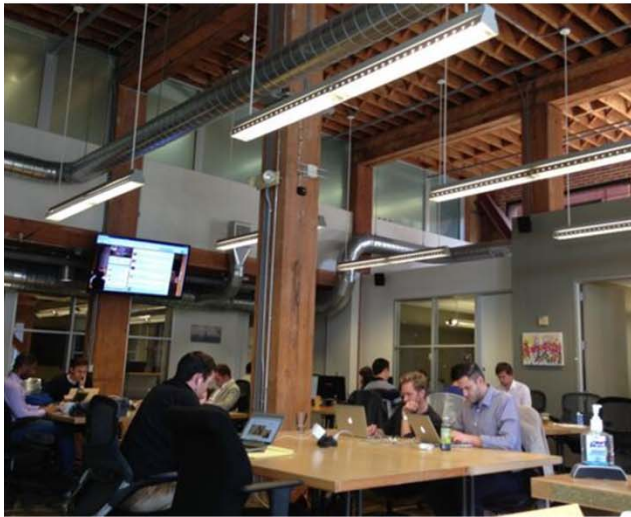
- Joseph Montalbano,  
Studiotrope

*SketchUp visualization by Studiotrope for the Gonzales Branch Library in Denver, CO.*





Wilson Sonsini Goodrich & Rosati  
PROFESSIONAL CORPORATION



**MMOSERASSOCIATES**   
CREATING WORKPLACES FOR GLOBAL BUSINESS



### Firm Named Among Top Bay Area Workplaces for 2014

For the third consecutive year, Wilson Sonsini Goodrich & Rosati has been named a "Bay Area Top Workplace" by the Bay Area News Group, based on the results of an independent employee survey.

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## 3d & mixed reality for everyone

Replace with relevant slides  
from 3D & Mixed Reality deck

Plus iterative and agile and configurable spaces

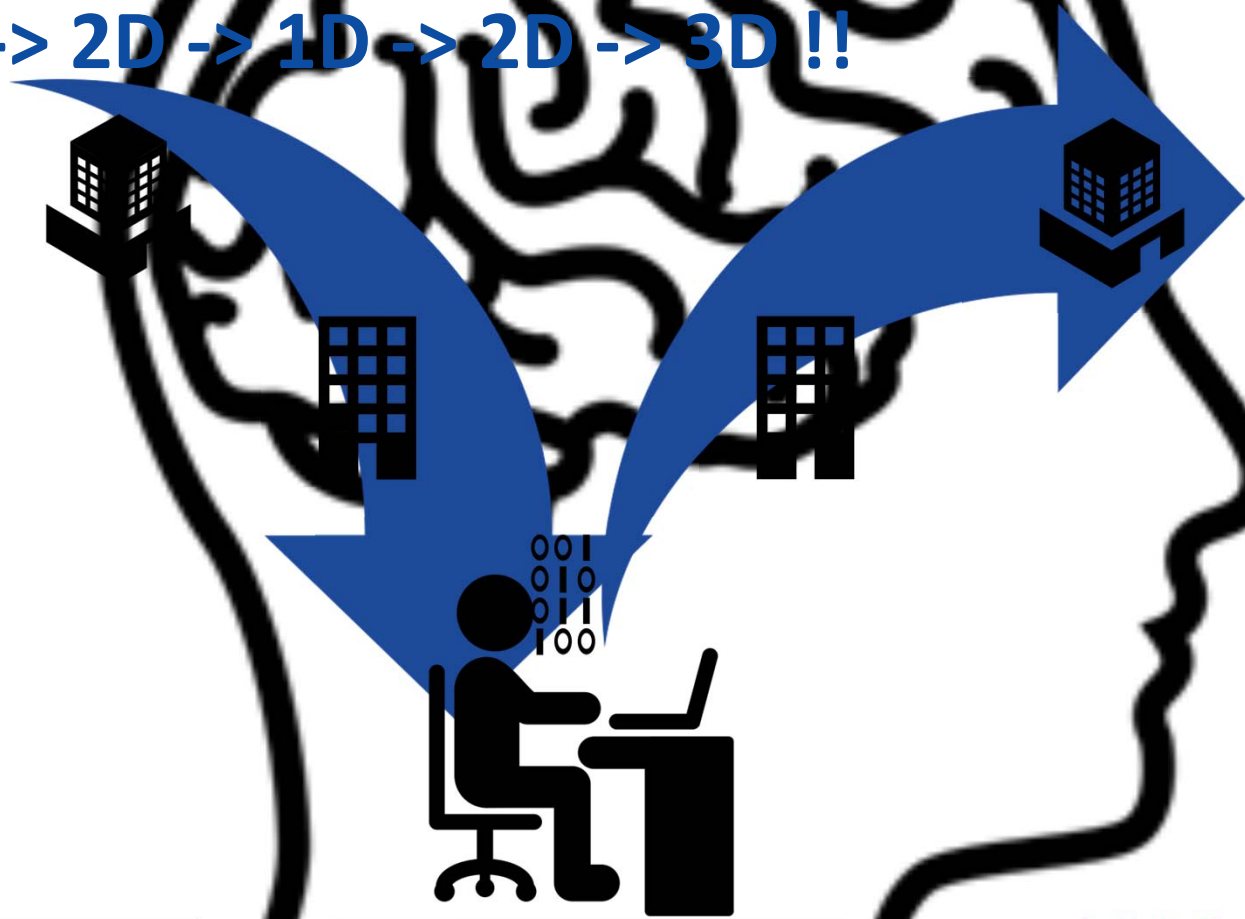
Plus Employee centric/oriented approach (funny Apple example “walking into glass”)

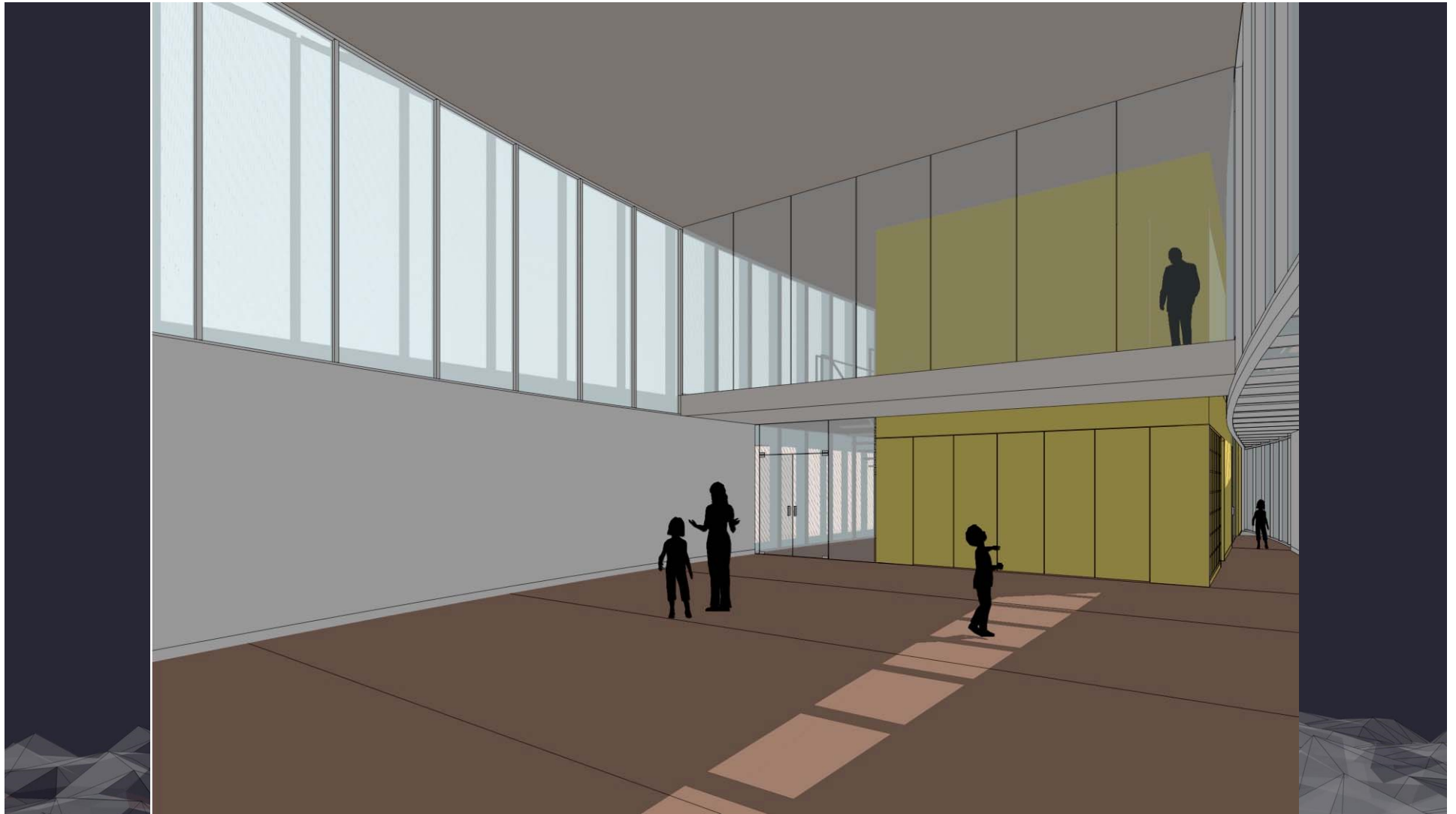
Need to validate design w/ stakeholders (3d & mixed reality)

Need to be ready to measure and iterate (configurable)



3D -> 2D -> 1D -> 2D -> 3D !!





# MR

**Merging the digital  
and the physical  
environments**



# AR

**Enhancing your  
environment with  
digital content**



# VR

**Replacing your  
environment with  
digital content**





# And how do we measure?



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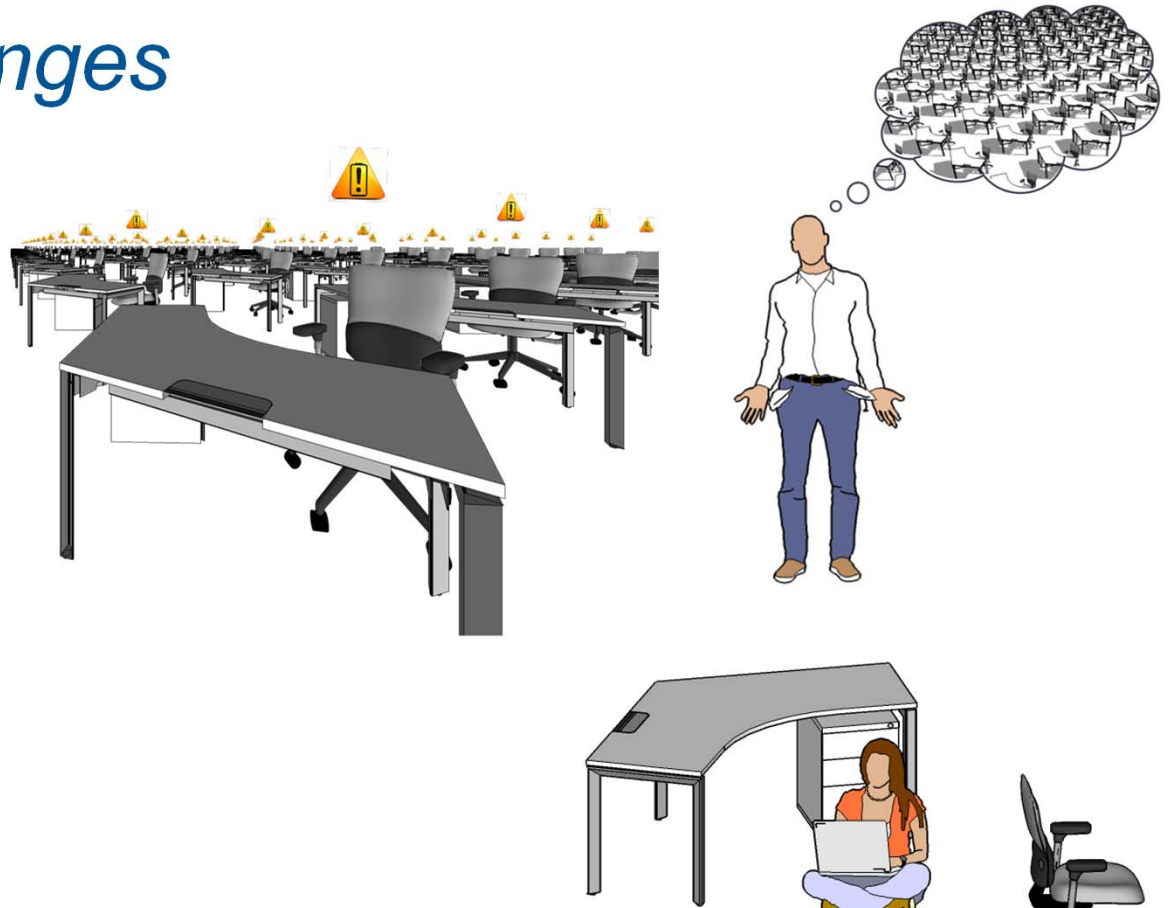
# Expectations are HIGH





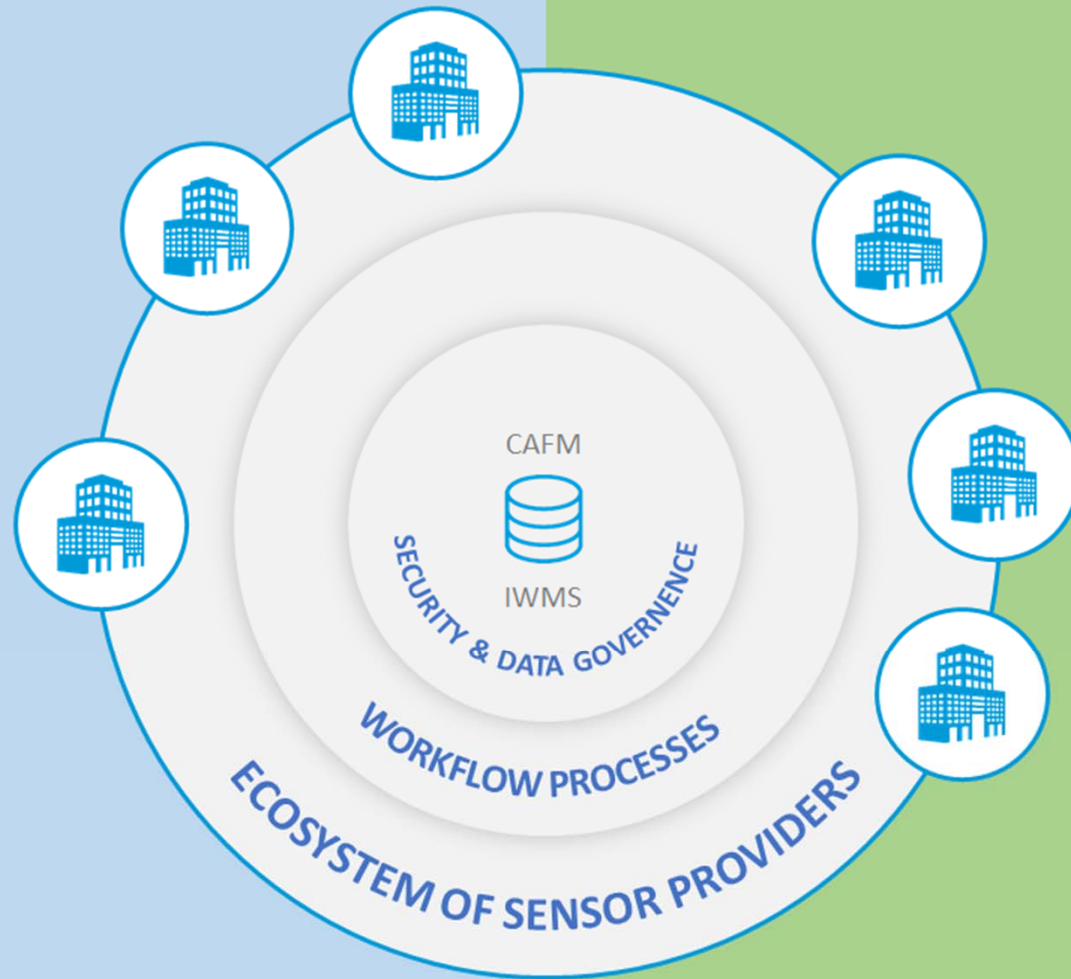
## ≡ Context: *Challenges*

- Privacy
- Cost
- Scalability
- Maintenance
- Technology
- Understanding



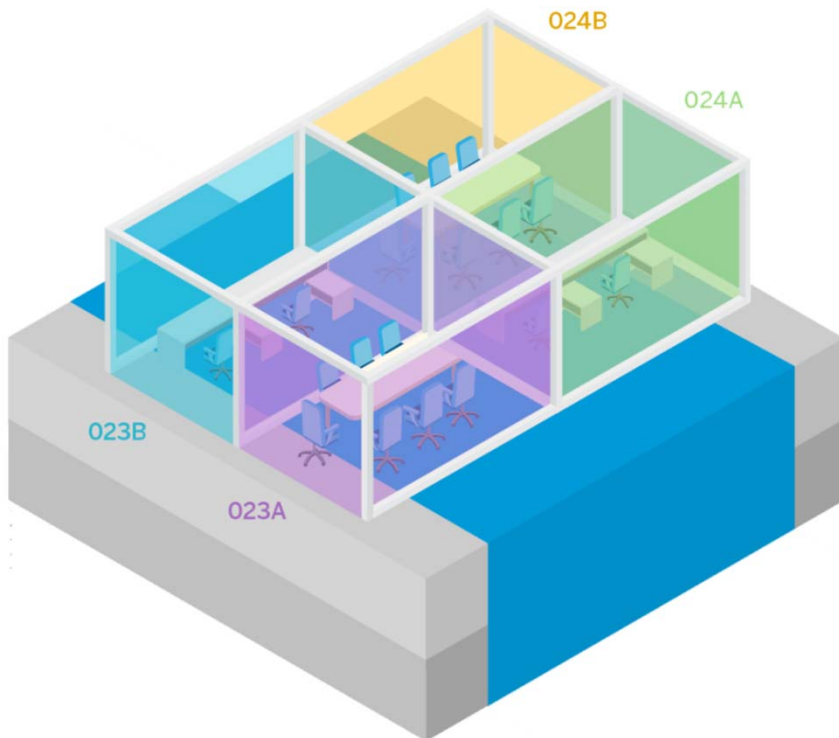
# Vision

Inputs  
Operations  
Tactical

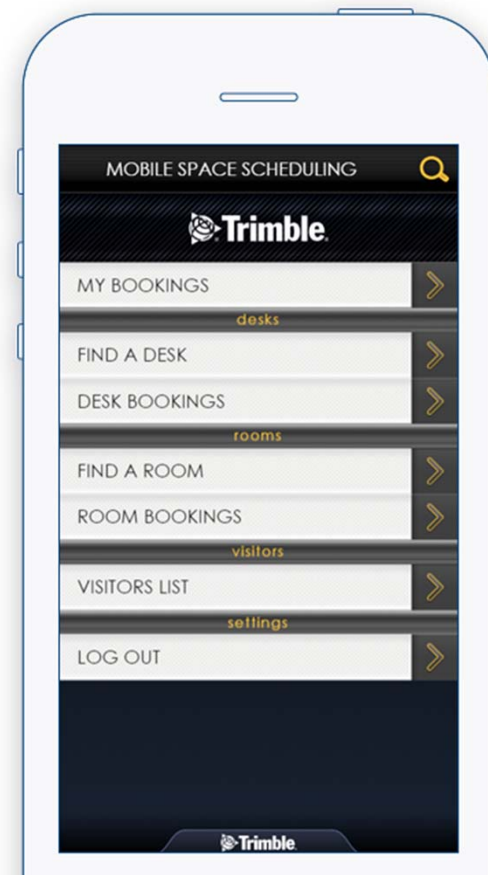


BI  
Analysis  
Strategy

# Manage Workspace



# Schedule Workspace



# Schedule Workspace



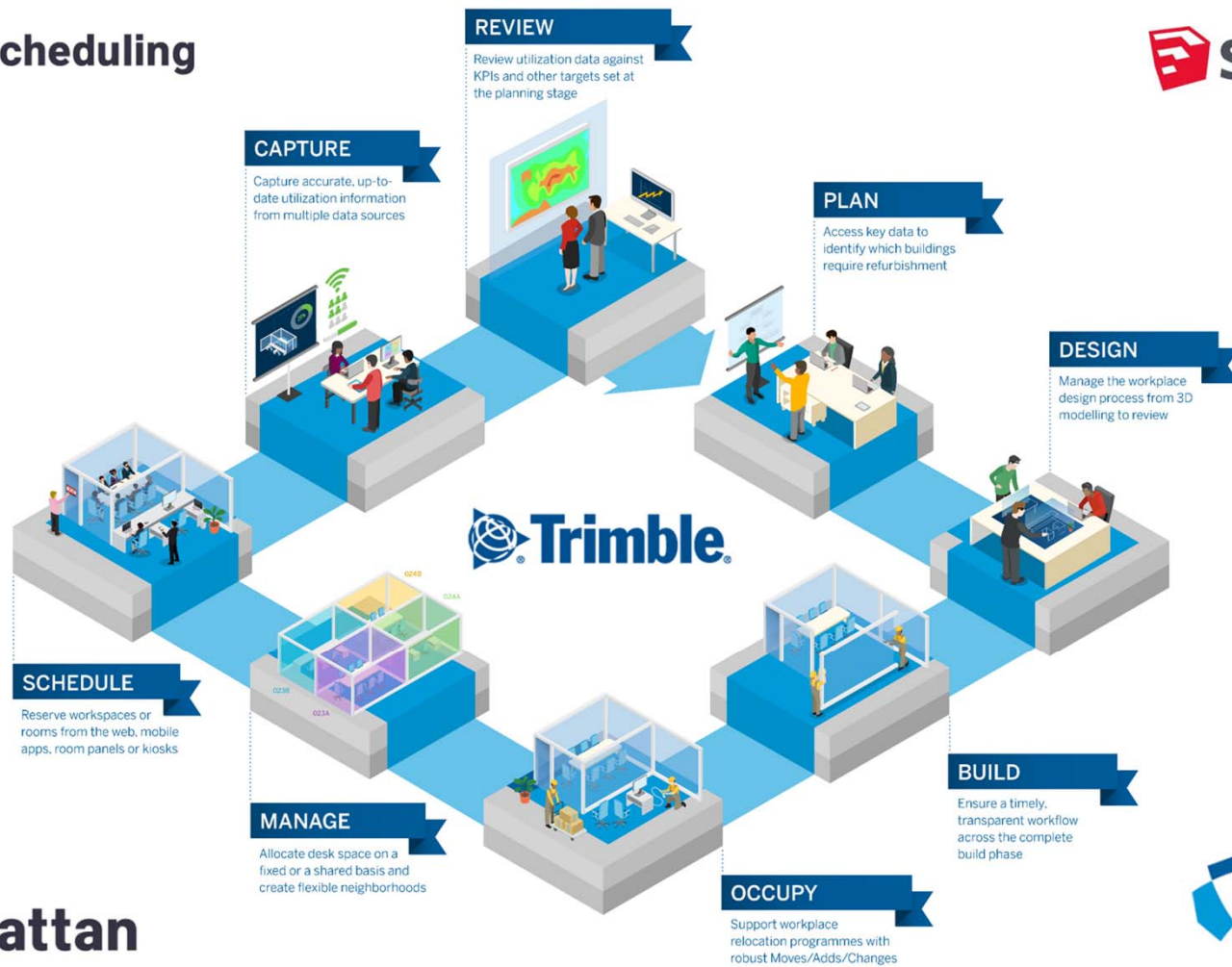
# Capture Workspace Utilisation





# Review Portfolio







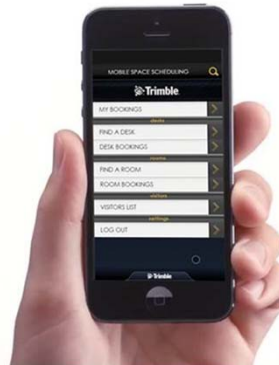
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## A final word

Theory  
Subjective  
Anecdotal  
Unmeasurable



Data Driven  
Objective  
Evidence Based  
Measurable