Workplace Design + Space Utilisation = Talent Retention

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TRIMBLE REAL ESTATE AND WORKPLACE SOLUTIONS
Workplace Design + Space Utilisation = Talent Retention
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

- **China (inc. Hong Kong)**: 27%
- **Singapore**: 38%
- **United States**: 41%
- **United Kingdom**: 40%
- **Australia & New Zealand**: 40%
- **Japan**: 46%

Global average empty: 40%

Source: CBRE, September 2015.
*Figures based on CBRE observations.*
51% ARE ACTIVELY LOOKING FOR A NEW JOB OR WATCHING FOR OPENINGS

33% vs. 70% ARE ENGAGED AT WORK

Gallup - State of the American Workplace 2017
Workplaces of Yesterday and Today...

- Traditional Workplace
  - 1:1 Seat to Person Ratio
  - ~85% Planned Occupancy
  - ~43% Actual Utilization

- Flexible Workplace
  - >1:1.5 Seat to Person Ratio
  - Vacancy, dated term
  - Utilization varies
The social re-engineering of the workplace

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

“Agility and connectivity lead to the evolution of workstyles that are increasingly mobile, collaborative and technology-enabled.”
(Rob Harris - 2016 - JCRE)
ABW adoption tipping point?

Effective measurement and control practices are key for expectation management.
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
So how can we get the design right?
The future of architectural design at 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.
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.
3d & mixed reality for everyone

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 | AR | VR
Merging the digital and the physical environments | Enhancing your environment with digital content | Replacing your environment with digital content
A Global Workplace Community focused on increasing Workplace Innovation & Consciousness
And how do we measure?
Expectations are HIGH

IoT
Context: Challenges

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

Inputs
Operations
Tactical

BI
Analysis
Strategy

ECOSYSTEM OF SENSOR PROVIDERS

WORKFLOW PROCESSES

SECURITY & DATA GOVERNANCE

CAFM

IWMS
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