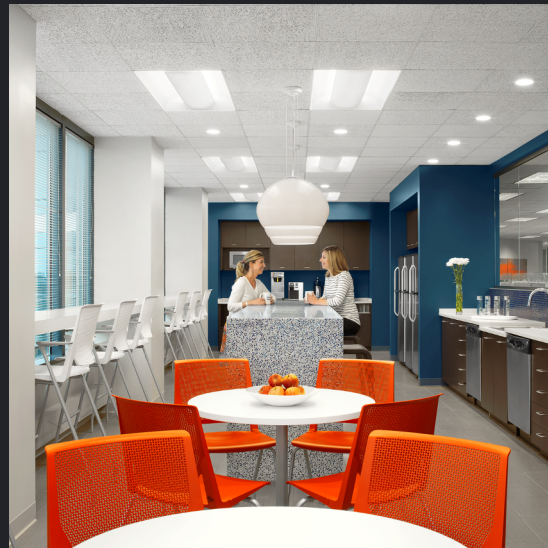


# The Science of Workplace

The Workplace Evolution

Sharon Henderson & Lisa Morrison, Lawrence Group

Thursday, March 22<sup>nd</sup>, 2018



# The Workplace Evolution

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## Challenges

- Cost of technology
- Uninspiring environments
- Lack of flexible spaces

## Solutions

- Technology - Maritz
- Attraction and Retention – Cushman & Wakefield
- Built Environment– Northwestern Mutual



A modern office interior featuring a long wooden bar with a dark base. Several high stools with patterned upholstery are lined up along the bar. Two women are seated at the bar, looking at a laptop. The background shows office cubicles and large windows. The ceiling has a grid of recessed lights. A large wooden slat partition is visible on the left side of the frame.

# MARITZ

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# Technology

MARITZ

## Challenge: Cost of upgrading technology

- No scheduling system for campus/meeting rooms
- Poor Wi-Fi coverage
- All hardwired data connections (no mobility)





# Technology

MARITZ

## Solutions: Incremental Implementation

- Thin clients
- Wi-Fi coverage
- Click Share
- Real-time room scheduling

## Results/ROI

- Strategic implementation cost is easier to absorb over time









# Why do we care about tech upgrades?

- Key indicator to employee satisfaction/engagement
- Cost of disengaged employees
- 10 years ago: 7% of construction cost
- Today: IT and AV requirements can exceed 25%



# Why do we care about tech upgrades?

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5 years ago:

- Cloud based data
- Personal mobile devices
- Wi-Fi everywhere

Today:

- 70% consider mobile support high priority
- 2x as much fixed technology
- Not as mobile as we think

5-15 years from now:

- 80% world owns a smart phone, 5g networks
- 50% internet traffic from Internet of things/sensors
- 30% corporate portfolios will be coworking spaces
- Humanized internet
- 3d printing technology

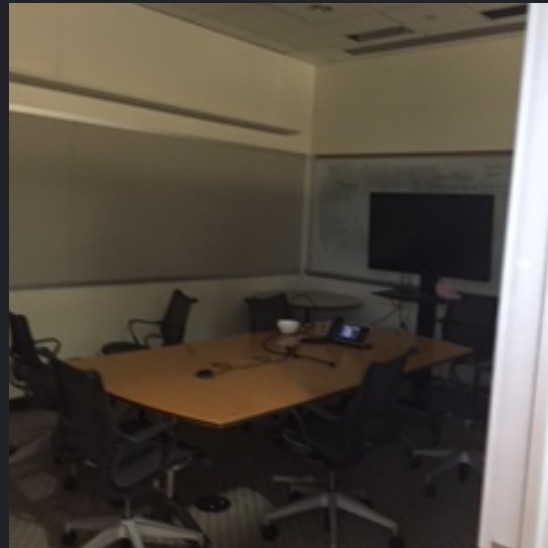


# CUSHMAN & WAKEFIELD

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# Attraction & Retention

CUSHMAN & WAKEFIELD

Challenges Attraction and retention of clients  
and talent

- Not flexible
- Did not reflect the vitality of brand
- Not innovative or inspirational



# Attraction & Retention

CUSHMAN & WAKEFIELD

## Solutions

- Increased natural light
- Reflected brand throughout
- Unassigned seating
- Variety of work space options
- LEED Silver and WELL Building Standard Certification

## Results/ROI

- Hiring spike
- Increased client base/ revenue







# What influences attraction and retention?

- Generations
- Personalities
- Too OPEN
- Right Sizing
- No investment in Technology
- Built Spaces misrepresent Culture





# NORTHWESTERN MUTUAL

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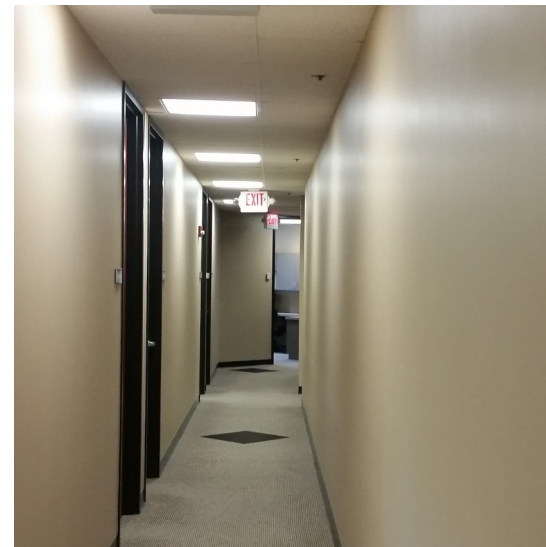


# Built Environment

## NORTHWESTERN MUTUAL

Challenge: Obsolete work environment led to an uninspired staff.

- Coffee bar was hidden in a closet
- ALL offices
- NOT enough collaboration spaces
- College recruitment negatively impacted
- Lacked daylight





# Built Environment

## NORTHWESTERN MUTUAL

### Solutions

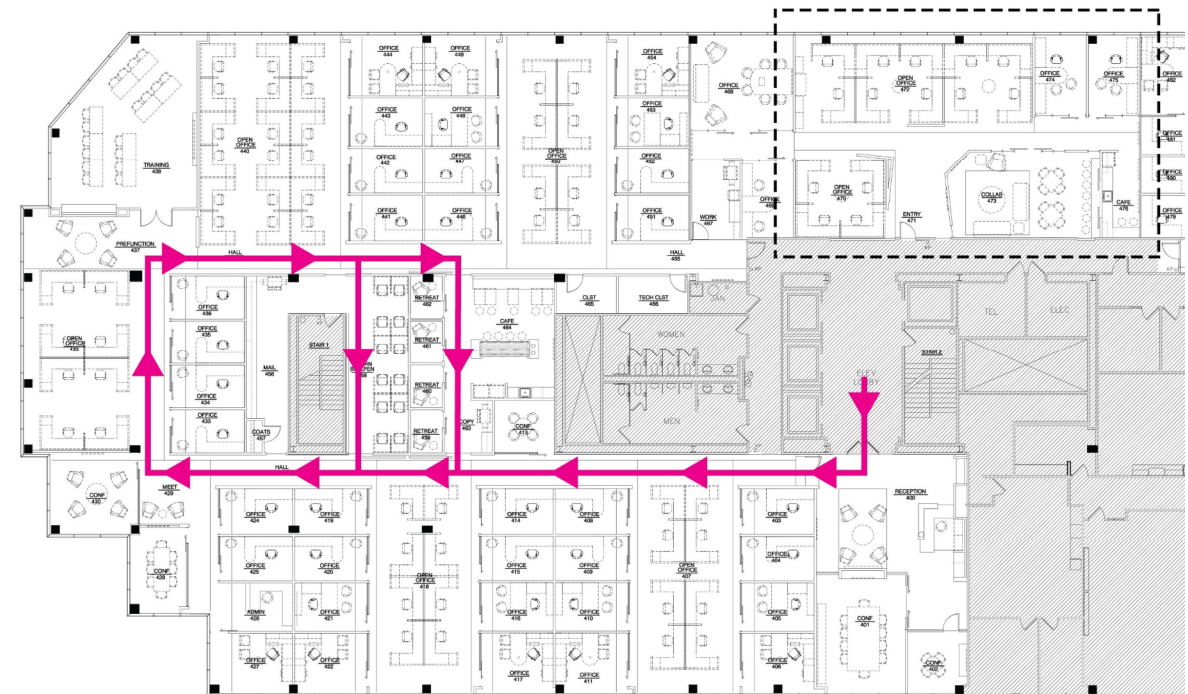
- Created café for collaboration
- 98% office workspace into a 50/50 office/workstation
- Recruit tour path

### Results/ROI

- Sales increased 40% in 3 months
- Reduced recruit turnover rate









# Why do we care about workplace strategy?

- Employee engagement/Satisfaction
- Efficiency and the bottom line
- Fiscal responsibility/lower real estate costs





Q & A

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# Thanks!

Sharon Henderson

[sharon.henderson@thelawrencegroup.com](mailto:sharon.henderson@thelawrencegroup.com)

Lisa Morrison

[lisa.morrison@thelawrencegroup.com](mailto:lisa.morrison@thelawrencegroup.com)