Innovations from Northern Europe

Presented by Kati Barklund
The world is changing rapidly and these changes are creating new challenges for organizations. Workplace is a key solution area to these challenges and the room for improvement is huge. In this presentation Kati Barklund will guide you in the workplace trends of Northern Europe. So, what is going on in Northern Europe?

Level 200
Hosted by Kay Sargent

Thursday, March 17, 2016 11:00 -12:00 EDT
RSVP HERE

You don’t want to miss out on the WE experience
Welcome!

Kate North
Global Chair
Workplace Evolutionaries
VP of Workplace Innovation, PlaceValue
Survey says....

• WE are a vibrant, global, virtual community
  • WEbinars
  • WEbsite

• Being together matters
  • Facility Fusion
  • World Workplace
  • WE Event
  • Global Ambassador / WE Hubs

• Value
  • Knowledge
    • Workplace Research
    • Case Studies
  • Network
What WE know for Sure
WE Pre-Conference Session
Case Studies, Tours & so much More!
WOW WE...there’s a lot going on in Indy!

Monday, April 11th – Pre-Conference Session & Tours
Lilly and Rolls Royce

Tuesday, April 12th – WE Presentations & Case Studies
Grant Thornton, Progressive Insurance and Office of Justice

Wednesday, April 13th – WE Presentations & WE EAT

Thursday, April 14th – WE Presentations
Tuesday, May 3rd – Pre-Conference Session

Wednesday, May 4th – WE Presentations, Case Studies, WE EAT

Thursday, May 5th – WE Presentations
FF Indy- WE’s Week at a Glance

Date/Time
Date(s) - 04/12/2016 - 04/15/2016

Location
JW Marriott Indianapolis

Categories
- Conference

Tags

WE Conference
Click here to download flyer for the week at a glance

Tuesday, April 12, 2016

<table>
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<tr>
<th>Time</th>
<th>Function</th>
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| 9:00 am – 11:30 am | **WE Part 1:** Using the organizational design of your organization to manage change (9:00-10:15am) Anthony Levin  
                 **WE Part 2:** Best Practices for Design and Management of Your Open Workspace Environment (10:30-11:30am) Dale Bottcher | Room 309-310 |
| 1:30 pm – 2:30 pm | **Workplace Wellbeing: It's not just about Space** Russell Manthy              |              |
Value oriented Innovation Manager and Workplace Strategist.

Kati Barklund is Group Innovation Manager at Coor Service Management Group, the leading IFM company in the Nordics. Kati is also global ambassador for WE (Workplace Evolutionaries) and Board Member of IFMA Sweden. Development of services and deliveries within primarily the Workplace Services area has always been Kati’s theme.

"The workplace really impacts the business results! I strongly believe that it is time to take a more holistic and lifecycle perspective on the workplace to get more attractive, productive, efficient and sustainable workplaces and organizations."
Workplace trends from Northern Europe
1. Increased C-level attention
2. Workplace Holistics
3. Workplace as a Process
4. Workplace as an Experience
5. Living the Brand
6. Activity Based Workplaces
1. Increased C-level attention
The world is changing…

**Cost/price pressure**
- Globalisation
- Maturing markets
- Rising costs
- Low utilisation of space
- Etc.

**Technology**
- Building information Modelling
- Remote monitoring/engineering
- Workplace technology
- Automation/Robotics
- Internet of Things
- Mobile first
- Etc.

**Sustainability & Corporate Responsibility**
- Building lifecycle management
- Occupational health & safety
- Energy management
- Waste management
- Space utilization
- Green Services
- Social Responsibility
- Etc.

**War For Talent & Productivity**
- Workplace lifecycle management
- Service consumer experiences
- Brand Management
- Activity Based Working
- Quality of Life
- Etc.
Common challenge areas

CEO: Productivity
CFO: Efficiency
HR Manager: Attractivity
CSR/Brand Manager: Sustainability
Workplace is a key solution area to all of these challenges
The workplace is becoming an important differentiator and the room for improvement is huge!

- 87% not engaged or actively disengaged at work
- 53% say their workplace enables them to be productive
- x2 appealing workplace doubles likelihood of choosing employer

- 49% of desks used at any point in time
- >8% increase in productivity not uncommon from improved indoor climate
- 1-4% perceived increase in productivity at 15% increased workplace satisfaction

and more…
Creating smart workplaces

Strengthen Brand, Attract/Retain People

Increase Satisfaction, Health, Work-life balance, Engagement, Creativity, Productivity

Optimize Cost, Space & Resources

Increase Sustainability - People, Planet, Profit

Smart workplaces will make the difference for the business results!
2. Workplace Holistics
WP management – a single function in the future?

Workplace management

HR | IT | REFM

= The new workplace discipline

... And the common aim will be to make work, work better!
A Smart Workplace is…

…People centered
Centered around the people working there. What attracts and motivates them to go to work? What do they need to perform at their best?

…Activity based
Based on the activities that need to be performed. Are they best done individually or in teams? What level of focus or kind of collaboration do they require?

…Designed for flexibility
Flexible in the way it is accessible and used every day and it is open for changes and innovation over time.

…Technology enabled
Enabled by technology which efficiently supports the needed ways of planning and performing work

…Service enhanced
Enhanced by the services provided both regarding function, convenience and experience.

…Sustainable
Sustainable in every way possible balancing both economical, environmental and social aspects
3. Workplace as a process
A Smart Workplace is a Continuous Change Journey which continues over the whole Workplace Lifecycle!

As the business environment changes so do the needs of people, process, facilities, technology and services. This change journey has to be managed in order to secure attraction, productivity, efficiency and sustainability throughout the entire workplace lifecycle.
Continuous follow-up, adaptation and development

- Utilization measurement
- Zone Drivers/Meetings
- Site operations/management
- Office Council
- Satisfaction measurement
- Interviews
- Continuous change management
4. Workplace as an experience
Focus on the needs and experiences of the “workplace guests”

Everyone is considered to be a guest
- Employees
- Customers
- Visitors
- Suppliers/Partners

Everything impact their experience
- Place
- People
- Services
- Technology
Promoting and supporting for example healthy lifestyle and helping its workplace guests achieve work-life balance
5. Living the brand!
“Living the brand” example from Coor

Smart Office
Good for people, business and the environment

Attractive, Productive, Efficient, Sustainable, Trustworthy
6. Activity Based Workplaces
ABW is all about supporting the people and the operations in a tailored way

**Starting point:**
“*My desk is my castle*”

**Goal:**
“*Our office is our kingdom*”

Own desk is an ok tool for several tasks

Office without own place can offer a tailored toolkit for several tasks...

...and enables and enhances collaboration in a better way
All kinds of organizations implementing ABW...

- Apoteket
- Arcona
- AstraZeneca
- Atlas Copco
- Bisnode
- Coor Service Management
- Deloitte
- DNB
- Ericsson
- Folksam
- ICA
- Klarna
- Kungälvs Kommun
- Martela
- Microsoft
- Nacka Kommun
- Nordea
- Ramböll
- SAAB
- SEB
- Skanska
- Statoil
- Swedbank
- Telenor
- TeliaSonera
- Trafikverket
- Vasakronan
- VCC
- Etc.
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- VCC
- Etc.
Different motives behind implementing ABW

Examples
- Productivity and One "company"
- Cost cutting and the best workplace in the market
- Facilitate a culture change
- One “company” and space efficiency
- Attract and retain talent
Success factors when implementing ABW

- Clear vision and goals
- Solid pre-study/analysis
- Holistic view – People, Activities, Place, Technology, Services
- View the workplace as a process
- Change management is needed
- Clear leadership – Trust, respect, patience, communication/dialogue, goals, follow-up, visibility, create team feeling, be a role model
- Involve the right stake holders and change leaders
- Involve employees early and create consensus
- Adapt the solution as needed, but do not make too many exceptions
- Try first and develop further afterwards
- Have a baseline to compare with
- Clear and structured governance model
- Follow up, evaluate, adapt, optimize, develop continuously
1. Increased C-level attention
2. Workplace Holistics
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6. Activity Based Workplaces
So how does the future workplace look like?

"The Future Workplace is a platform for Organizational Culture, Brand Management and Innovation"

Kati Barklund, Group Innovation Manager, Coor
Recommended read from EY with REFM and Workplace insights from Northern Europe and other parts of our world

Building a better working workplace.

Contact: henrik.jarleskog@se.ey.com
Creating smart workplaces and properties

Coor Service Management

www.coor.com
www.smartoffice.coor.com
kati.barklund@coor.com
Join us as we explore innovation and share insights from all 7 continents
Upcoming WEbinar:

Design in the City of Lights
Presented by Dr. Marie Puybaraud
JLL
When – April 21st, 2016
<table>
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<th>Question</th>
<th>Answer</th>
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<td>How do you see &quot;Digital Native&quot; - Millennials influencing the future workplace?</td>
<td>I believe that it will be even more important with attractive and productive workplaces enabling and enhancing collaboration to attract and retain Millennials. Mobility, freedom of choice and purpose are a few areas that I believe will be some of the key areas. I also believe that people generally have some needs regardless of age, but of course there are some differences.</td>
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<td>What specific devices/program do you use to derive your heat mapping?</td>
<td>We use a solution from the British company Abintra for utilization metering and reports. This solution is part of our utilization analysis solution that we sell under the name Coor Smart Utilization. We use also other sensors and utilization metering methods for our clients depending on the specific needs. More info: <a href="http://www.smartoffice.coor.com">www.smartoffice.coor.com</a></td>
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<td>Kati - are you seeing co-working within a corporation in your work?</td>
<td>Yes, I see co-working both within corporations and between corporations in my work, and I believe this will expand.</td>
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<td>Will the slide deck be posted?</td>
<td>Yes, I guess it will be available at our WE website.</td>
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<td>Would you describe &quot;appealing&quot; as an peacock effect or appealing in the sense of a productive &quot;getting things done&quot; environment?</td>
<td>I would say both.</td>
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<td>I agree that ABW has arrived not to go away. But from my experience it's a very complex tool that is hard to fit to the workforce. Do you have any POE that shed som light on what works and don't and employee satisfaction on ABW?</td>
<td>Do not know what is meant with POE, but in the presentation there is a slide with success factors behind succesful activity based workplaces. Most of our clients are very satisfied with their ABW solutions, but we also sometimes help clients that have implemented ABW and did not receive the results they expected and wanted and want us to help them with this afterwards and we have been able to help these clients with this also. It is a pretty complex tool and an ongoing process, but the potential is so big. In almost all cases as in our own, we see the employee satisfaction increasing and remaining high, but there is also always improvement potential. It is a process. Right now, for example in our own office we are creating more project related space because we are now working more project based then we did 3 years ago when we moved here, and also we have one zone where we are working on noise issues and one zone where we are working on air issues (our building is an older one, and not built in the first place for this amount of people and these different types of activities and environments, but it’s working well enough and our satisfaction level is really high and the office and our new way of working enables us to be much more collaborative, effective and productive today.</td>
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### Questions and Answers (2)

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<td>Would you agree that Biophilia, the effect of exposure to nature, are soon becoming an important trend?</td>
<td>Yes, I think is pretty important trend already. Business cases and ROI are important parts of all workplace projects. In most cases we are able to also save space and money, but this should not be the focus of the workplace project when for example transforming to activity based working. It should be more seen as the bonus, but of course in we also in many cases need to get the CFO on board, and then we show him the money. For example in our own case, we have today about 25% less space and are more than 15% more people, and the funny thing is that everyone thinks that we have more space than before, because the space is better adjusted to our needs and actual way of working. We really do not need all those empty desks, we are obviously not using, we need other types of spaces and places also.</td>
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<td>Lastly.. How do you provide evidens for ROI? We are still battleing small pockets out here ;)</td>
<td>Agree, even though I have not seen exactly that research with 15 minutes. The next thing is always the best thing ;) Activity. Not standing too much, not sitting too much. That is also why we always build in natural movement in the office. There is a reason why you need to walk a bit to get your coffee or throw your trash etc.</td>
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<td>Based on ergonomic standards, people should stand no more than 15 minutes every hour.</td>
<td>I think it depends on what your actual work and activities are, but generally I think we need to collaborate more than we do today both internally and externally.</td>
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<td>Do you have a sense for the best mix of remote and onsite work?</td>
<td>I have not that much experience of employees that work that much from home on regular basis. We can if and when we want to (depending of course on the specific job and tasks) and we do work where ever and we have all the possibilities (mobility and other systems and tools) to do that. Next week I will be working a bit (as little as possible) from the mountains for example..</td>
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<td>With the 'my desk is my castle', how to transition to wherever I work is my workplace, especially for workers who work from home 2-3 days each week?</td>
<td>Part of the solution is about flexibility. Generally most of the solutions in for example our office are very flexible. Almost no fixed walls for example, so that is easy (efficient, cheap and sustainable) for us to make changes when we need to. The white flex conduit's function is mostly about giving us power when ever and where ever in the office we need it. Lap top battery capacity.. Otherwise, we have of course wireless network connection, that is a necessity if you want ABW to work smoothly.</td>
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<td>In your workplace transition pictures I noted white flex conduit from the ceiling grid that look like they go to a pole - is this power/data conduit which allows moving the relocation of the pole to allow more flexibility in design over time?</td>
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<td><strong>14</strong></td>
<td>Activity-based offices seem like a huge trend large organisations are implementing. do you see anyone going alternative directions?</td>
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<td><strong>15</strong></td>
<td>What percentage of Coor Service Management’s clients participate in the full realm of employee/concierge services that are being described?</td>
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