Why doesn’t my office look like google? A critical examination of workplace strategy initiatives and workplace change

Arnold Craig Levin    |    SmithGroupJJR
Why doesn’t my office look like google?

Entropy at Work
Critical thinking
Challenging the Industry
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Does your office look like this?
Does your office look like this?
Does your office look like this?
Does your office look like this?
Does your office look like this?
Why?
Workplace Design Strategies Within Business Organizations: 
Perception, power and the bottom line

MPhil research at the Harrow Business School, UK
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Findings

Perception, Power + The Bottom Line
Where are they now?
Where are they now?

60 %
The strategy gap
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Why doesn’t my office look like google? A critical examination of workplace strategy initiatives and workplace change | Arnold Craig Levin | SmithGroupJJR
Solving the wrong problem
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Strategy by trends and benchmarking

Disruptions
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Critical

Thank goodness the hole's at their end!
Field of clients
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Field of clients

30% 40%
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QUESTIONS
Thank you!

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