The Workplace Matters

Bob Fox

Insights from Work/Design Magazine
The Billion Dollar Startup Club: Unique Characteristics

Companies valued at $1 billion or more by venture-capital firms

154 COMPANIES

$1 billion $10 billion $40 billion

Valuations as of January 2017

Select companies from the chart or table for more detail.
Purpose

Build a Common Language &
Explore Issues
Shaping the Places
We Work
Workplace: Range of Specialist

- Furniture Companies / Dealers
- Architects
- Interior Designers
- Strategists
- Brokers / CRE Experts
- Facility Managers
- Health & Well-being
- Commercial RE
- Human Resources Professionals
- Organizational Development Experts
- Leadership Experts
- Workplace Specialists
- Technology Experts
- Consulting Groups
- Change Management
- Associations
Workplace: Range of Specialist

Click here to create or edit segments for this survey.

What workplace topics interest you most?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Responses</th>
<th>Rating Range</th>
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<tbody>
<tr>
<td>A: Acoustics</td>
<td>44</td>
<td>2.3 - 4.5</td>
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<td>2.6 - 4.5</td>
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Workplace: Range of Specialist

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Driving Value in the Workplace

Agenda

- Setting the Context - History / Economy
- What’s Changed-ing
- New Organizations / Talent / Collaboration
- The Community - Connecting People
- Build Emerging Workplace Options
- New CRE Options - RE as a Service
Things change ...

S&P 500 Index vs. Jobless Claims (4-week avg.)
January 2007 to August 2013

Recession

Correlation = -0.924

S&P 500 Index (left)

Jobless Claims (right, inverted)
Driving Value in the Workplace: History

WEST COAST
- More Startups than Ever
- Comfortable with Risk/Change
- Technology Focus

EAST COAST
- Banking Crisis
- Conservative Mindset
- Very Traditional
Driving Value in the Workplace: What has Changed

The Speed of Change

- The Goal (Measure)
- The Organization (Hierarchy)
- The Talent (People)
- The Work (Collaboration)
- The Workplace (Tools)
- The Ability to Adapt (Learn)
What is Emerging

- Exponential change
- Leveraged social networks
- Integrated technology
- Agile work
- Capture latent value

Driving Value in the Workplace: What has Changed?
Driving Value in the Workplace: Traditional Organizations
Driving Value in the Workplace: Post Recession Organizations

Technology Integration
• Technology Product or Service at Core
• Highly Efficient Structure
• Very Flat Hierarchy
• Built on Tech Platform
• Organized around Technology
• Connected to Community/Eco System
Wirearchy: the power and effectiveness of people working together through connection and collaboration ... taking responsibility individually and collectively rather than relying on traditional hierarchical status.
Organizational Models: Traditional Hierarchy VS. Holacracy

Traditional

- CEO
- Upper Management
- Middle Management
- Supervisors
- Staff

Holacracy

- Super-Circle: One that contains sub-circles. The could be Marketing
- Role: A task related to a function. This could be a Social Media Producer
- Sub-Circle: Each is dedicated to a function. This could be Digital Advertising
New Organizational Models: Mindset

- Able to Adapt to Rapid Change
- Learning Organizations
- Anticipates Change and Disruption
- Looking into the Future
- More Autonomy
- Rapid Flow of Information
- Access to Knowledge
- Exchange of Ideas
- Agile and Flexible
- Thrive on Disruption
Ideas lead to Innovation
Innovation: Sustains Companies
What are the most valuable attributes your space should provide to attain your business goals and sustain your business long term?

Teamwork / Community  Process/Workflow Efficiencies  Customer Service / Proximity
Leadership Vision  Brand Reinforcement  Innovation / New Ideas
Employee Productivity  Collaboration  RE Cost Effectiveness
Learning & Development  Health & Well Being  Attracting Top Talent
Org. Culture and Values  Employee Retention  Overall Cost Effectiveness
THE WAR FOR TALENT IS ON!

The performance of your business is dependent upon the quality of your people.
The new CEO is almost like some sort of rebel general, inspiring small guerilla-style teams to dream up new products or experiences. They rally the troops rather than outright command them.

- Mark Wilson, Fast Company
HOW TO BE A LEADER WHEN YOU WORK REMOTELY

**Work ExOhution's Laura Hambley and Tom O'Neill provide practical, impactful suggestions for leading from a distance.**

The modern workplace is global, technology-driven, and increasingly complex. To meet the challenges associated with this shift in doing business, teams are increasingly dispersed across time zones, geography, and culture. At the same time, there is an ongoing demand for flexibility programs enabling employees to work away from the traditional office, such as WORKshift, telework, agile work, and remote work. Consequently, the distributed workforce is growing. Employees are no longer tied to a desk, teams are capable of collaborating across continents, and leaders may be managing people both in, and away from, the office.

Organizations are increasingly working to meet the challenges associated with this shift, but attention is typically directed to managing the practical barriers such as technology and space. In
Dr. Charlie Grantham shares the latest in professorial deep thinking about how the millennial mindset will change the workplace.

It’s hard to argue that the workplace of the future will not be vastly different than the workplace of the 1970s or even the ’90s. Shifts in technology, different business models, and increased environmental concern will all be actors. But the biggest driver will be a change in attitudes about work—with a major shift coming from the Millennial generation (roughly those born between 1980 and 2000). Workplace designers and facilities managers will be directly impacted by these changes in attitudes because they will also change the way, the when, and the where these people work productively.

However, research has shown that these attitudes are not the sole possession of that millennial cohort. In fact, the shift in attitudes is shared by older generations—especially those impacted by the economic downturn and job displacements. Here are a few examples of those different attitudes.

<table>
<thead>
<tr>
<th>Overall Attitude</th>
<th>There now</th>
<th>The new Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work in general</td>
<td>Source of self worth and identity</td>
<td>A means to a larger end</td>
</tr>
<tr>
<td>Authority</td>
<td>Respect it</td>
<td>Ignore formality</td>
</tr>
<tr>
<td>Work style</td>
<td>Command and control</td>
<td>“Collaboratory”</td>
</tr>
<tr>
<td>Rewards</td>
<td>Direct monetary compensation</td>
<td>Total rewards (material and intrinsic)</td>
</tr>
<tr>
<td>Work/life balance</td>
<td>Work is primary</td>
<td>Work is secondary</td>
</tr>
<tr>
<td>Personal Purpose</td>
<td>Make a living</td>
<td>Make a difference</td>
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CHANGE MANAGEMENT AND YOUR WORKPLACE TRANSFORMATION

How to change physical space and human behavior in the creation of new work environments.

This content is available for purchase. Buy now or log in if you are a subscriber.
WEBINAR RECAP: CHANGE YOUR SPACE, CHANGE YOUR CULTURE

Rex Miller joined us last week to present our September webinar, “Change Your Space, Change Your Culture: How Engaging Workspaces Lead to Transformation and Growth,” sponsored by Tandus Centiva. His new book, by the same name, was published last week and is available on Amazon. Check it out [here](#).
MINDSHIFT SETS SIGHTS ON UNDERSTANDING WELL-BEING IN THE WORKPLACE

Mindshift is leading its latest research summit to determine what executives need to capture the full value of well-being in the workplace.

Image courtesy of Mindshift.
WHAT WE LEARNED IN CHICAGO ABOUT DESIGNING FOR CHOICE IN THE WORKPLACE

Photos and key takeaways from our July 28 Work Design TALK.

Just like our recent event in D.C., we brought our general “choice in the workplace” TALK to Chicago at the end of July, but with a twist: we didn’t just talk about choice. Instead, we stacked the panel with designers only, and talked about designing for it. Cheryl Durst, the...
COLLABORATION: WHY DO WE NEED IT? AND, UH, WHAT IS IT, ANYWAY?

In part two of his series of three articles about deep transformational currents, Markku Allison, the founder of Scan, a strategy, culture, and design consulting firm, explores the second of the currents: the nature and fundamentals of collaboration. Read his introduction to the series here, and part one here.

We don’t really have a common, shared understanding of what collaboration actually means. Earlier this year on this site, Bob Fox posted a great article titled “Ugh, Collaboration”, wherein he asked a group of designers and architects to sketch out their ideas for a collaborative space. While his
Community: What has Emerged

- Public places
- Diversity
- Mobility
- People oriented
- Collaborative
- Social interaction
- Loose Connections
- Open
- Dependent on the community
- Open to all
- Requires services and support
- Highly interactive
- Must be transparent
- Accessible to research and data
Curated Communities

- Industry
- Expertise
- Social
- Educational
- Membership
- Neighborhood
- Interest
Workplace Options: CRE as a Service
Workplace Options: RE as a Service

- A Healthy / Flexible Workplace
- Support & Service Providers
- Customers & Clients
- Ideas & Innovations
- Attract/Retain Talent
Landlord VS Tenant
Commercial Development: Amenities

Property Manager VS Community Manager

- Fire Pit
- Roof Deck
- Fitness Center
- Conference Center
- Cafe / Lounge
- Concierge
- Retail
**SHARED AMENITIES**
Most desirable space of the building becomes marketable to 100% of potential tenant population.

**SINGLE FLOOR TENANTS**
Middle floors for full floor longer lease tenants.

**ENTRY LOBBY**
Make amenities more outwardly focused. Lobby should promote amenities and services being offered.

**LONG TERM LARGE SCALE TENANTS**
Top floors for full floor or multi floor long lease.

**SPEC SUITES COWORKING**
Market central core smaller floor plates as communal spec suites or coworking facilities which utilizes the shared amenity transfer floor.

**MULTI TENANT FLOORS**
Lowest levels and rents reserved for 5-10k sf leases.

**BASE FLOORS FOR RETAIL/HOSPITALITY**
Create destination which services tenants and metro traffic.
“Companies are investing big bucks in redesigns to reduce overhead costs while improving efficiency. CoreNet Global reports the average space per worker will drop to 151 square feet by 2017, a 33% reduction in less than a decade.”

Open-Office Floor Plans: One Size Does Not Fit Every Business
By: Jason Richards (February 18, 2015)
Our workspace is a tool...

What do you want it to **DO**?
Workspace is a high performance business tool to connect people and rapidly capture and develop new ideas that will sustain companies long into the future.
Coffee: How do you take yours?

Thank you!