



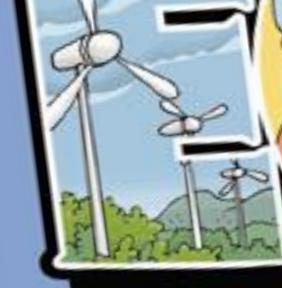
**THERE'S A NEW
HONESTY IN THE
WORKPLACE.**

RETHINKING THE OFFICE



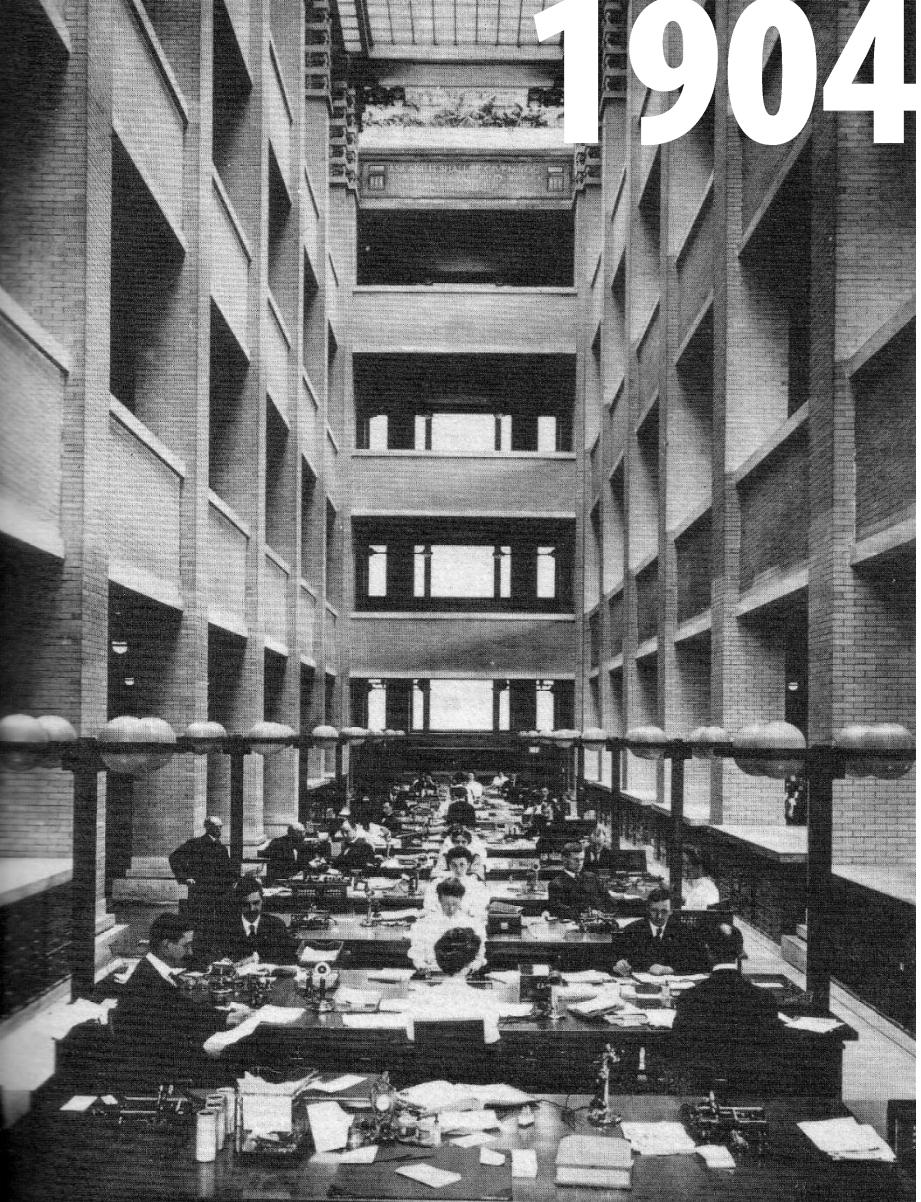
GREETINGS FROM THE

FOOD CO-OP



The Workplace Changed...or has it?



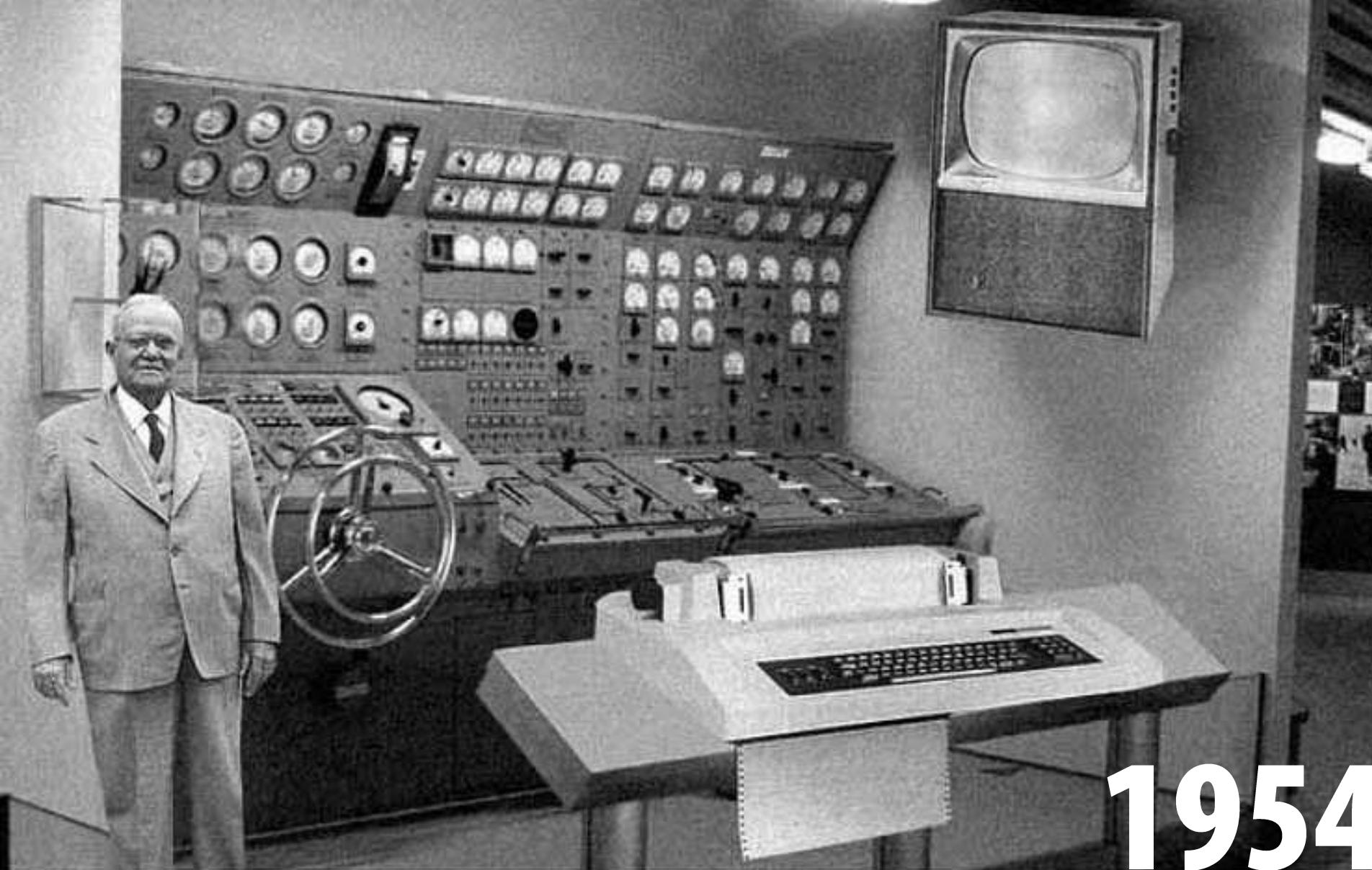


Larkin Building
Buffalo, NY
Frank Lloyd Wright



Johnson Wax Headquarters
Racine, WI
Frank Lloyd Wright

1904 1939



1954 2014

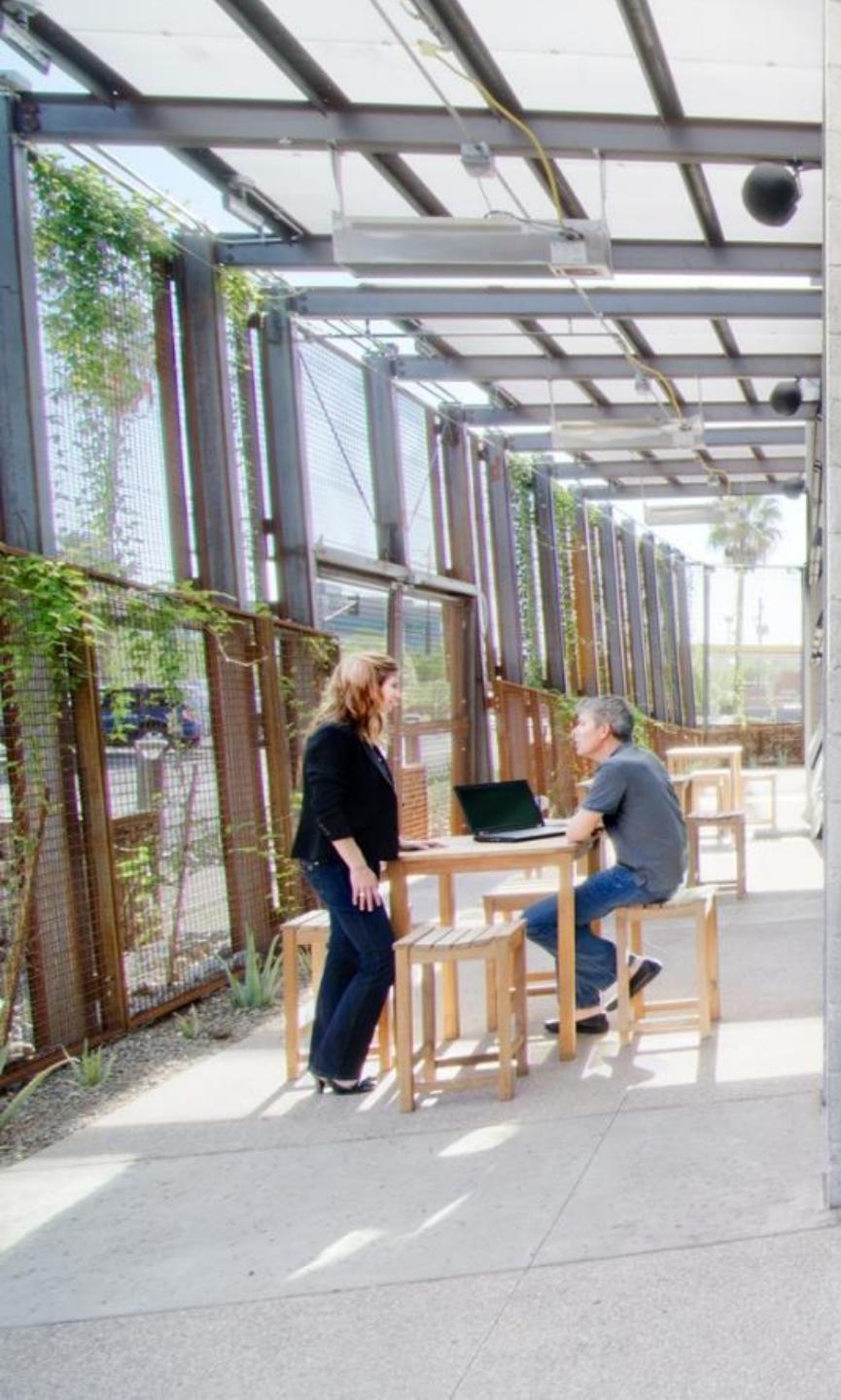
Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.



Why Do We Go To Work?



“The purpose of going into the office is not so much about **DOING WORK**, today it is about **CONNECTING PEOPLE**. Work can be done *anywhere*, but people still crave the people connection. ”



Role-Playing as a Design & Programming Tool

Meet George.

Generation: Millennial (1981-1994)
Family Life: Married, 1 child
Free Time: App Developer, Tech geek
Work Style: Headphones on, but approachable
Pet Peeves: Inefficiency & IT problems



Meet Margaret.

Generation: X (1965-1980)
Family Life: Married, 2 children
Free Time: Drinking Wine, Going to the gym, Cheering on her boys at soccer
Work Style: Career woman, Eager, Collaborative
Pet Peeves: Laziness, Disorganization & Slovenliness



Meet Greg.

Generation: Boomer (1946-1963)
Family Life: Divorced, 1 child
Free Time: Building model trains
Work Style: Leader, Corner office
Pet Peeves: Foot-dragging & Broken coffee machines



Meet Finley.

Generation: Millennial (1981 - 1994)
Family Life: Single, no children
Free Time: yoga, dog walking, dinners with friends
Work Style: Creative & Messy
Pet Peeves: Inactivity & boredom



Meet Marco.

Generation: X (1965-1980)
Family Life: Single, 2 children
Free Time: Traveling, Being outdoors
Work Style: Creative, Inclusive, Motivator
Pet Peeves: In the box thinking, cubicles



Meet Ellie.

Generation: Boomer (1946-1963)
Family Life: Married, 2 children
Free Time: Family time and reading
Work Style: Leader, Door wide open policy
Pet Peeves: Ego and the color beige



Meet Jen.

Generation: X (1965-1980)
Family Life: Single, no children
Free Time: Reading, Running, Spending time with friends
Work Style: Dynamic, Team Based
Pet Peeves: Micromanagement & Spending all day at a desk

Meet Brooklyn.

Generation: "TrueGen," aka. The Future Workforce (1995-2014)
Family Life: 2 parents, 1 dog, only child
Free Time: video games, legos
Work Style: Autonomous, creative
Pet Peeves: Not enough free time



5 Generations
in the Same Office:
Greatest Generation
Boomers
Generation X
Millennials
TrueGen

Meet George.

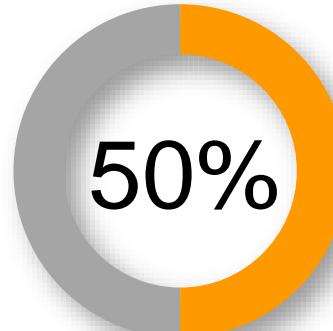
Generation: Millennial (1981-1994)
Family Life: Married, 1 child
Free Time: App Developer, Tech geek
Work Style: Headphones on, but approachable
Pet Peeves: Inefficiency & IT problems

**Meet Finley.**

Generation: Millennial (1981 - 1994)
Family Life: Single, no children
Free Time: yoga, dog walking, dinners with friends
Work Style: Creative & Messy
Pet Peeves: Inactivity & boredom

**Meet Margaret.**

Generation: X (1965-1980)
Family Life: Married, 2 children
Free Time: Drinking Wine, Going to the gym, Cheering on her boys at soccer
Work Style: Career woman, Eager, Collaborative
Pet Peeves: Laziness, Disorganization & Slovenliness



50%

2020

Millenials will comprise roughly 50% of the US Workforce in 2020*

Meet Marco.

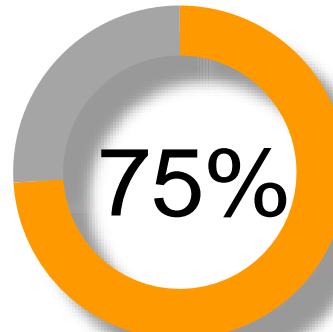
Generation: X (1965-1980)
Family Life: Single, 2 children
Free Time: Traveling, Being outdoors
Work Style: Creative, Inclusive, Motivator
Pet Peeves: In the box thinking, cubicles

**Meet Brooklyn.**

Generation: "TrueGen," aka. The Future Workforce (1995-2014)
Family Life: 2 parents, 1 dog, only child
Free Time: video games, legos
Work Style: Autonomous, creative
Pet Peeves: Not enough free time

**Meet Jen.**

Generation: X (1965-1980)
Family Life: Single, no children
Free Time: Reading, Running, Spending time with friends
Work Style: Dynamic, Team Based
Pet Peeves: Micromanagement & Spending all day at a desk



75%

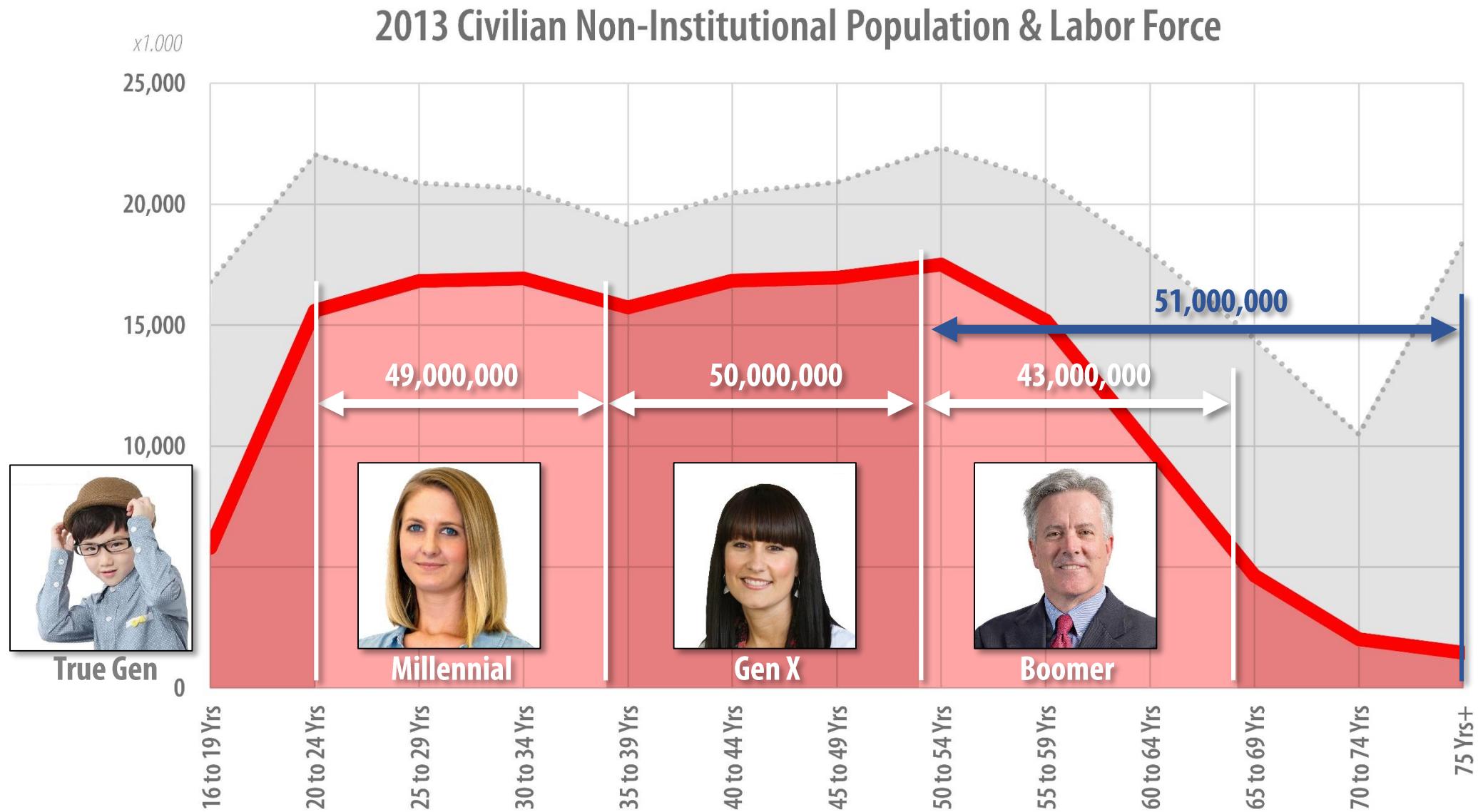
2030

...and 75% of the Global workforce by 2030*

Sources: Pew Research Center

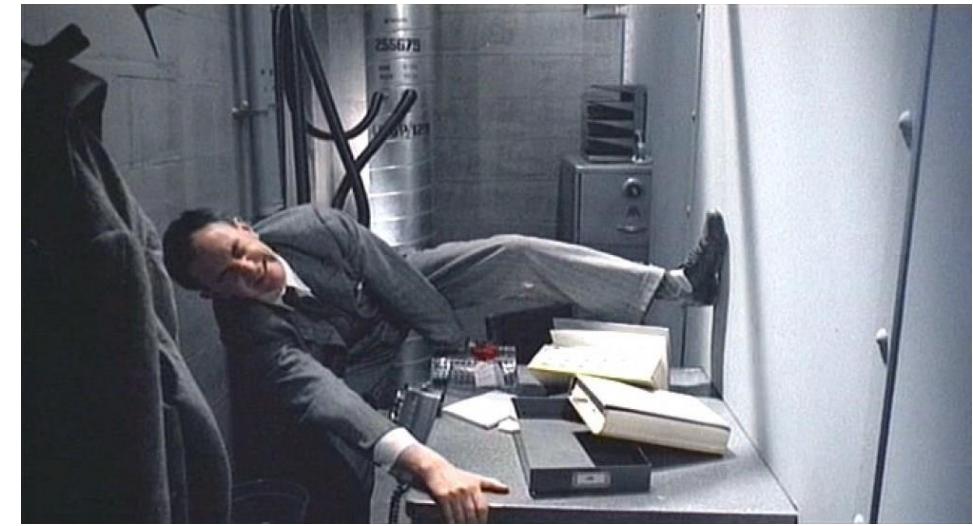
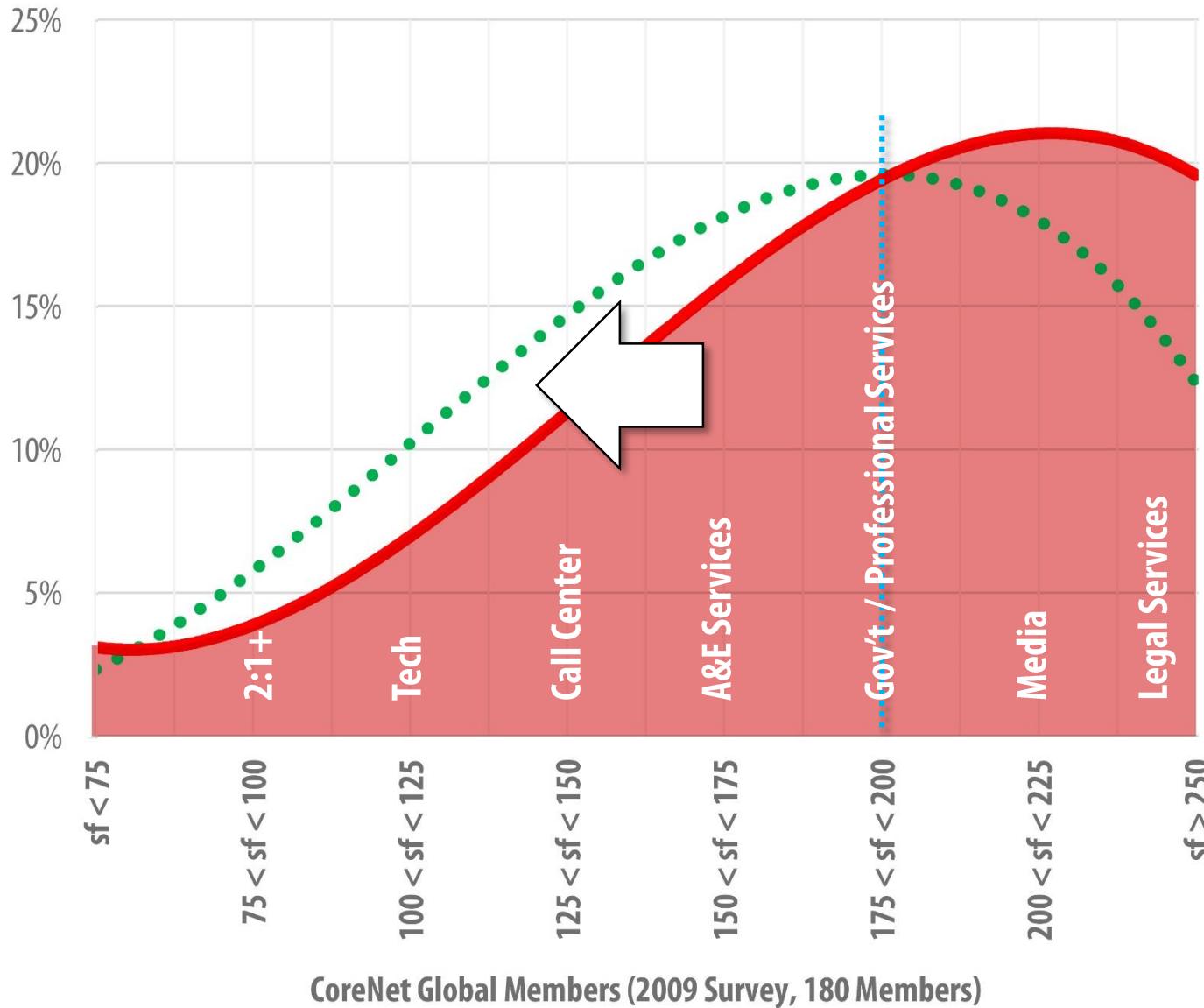
Source: U.S. Department of Labor, 2013 Survey

Where Are They Now?





Real Estate Trend: Shrinking Office Spaces

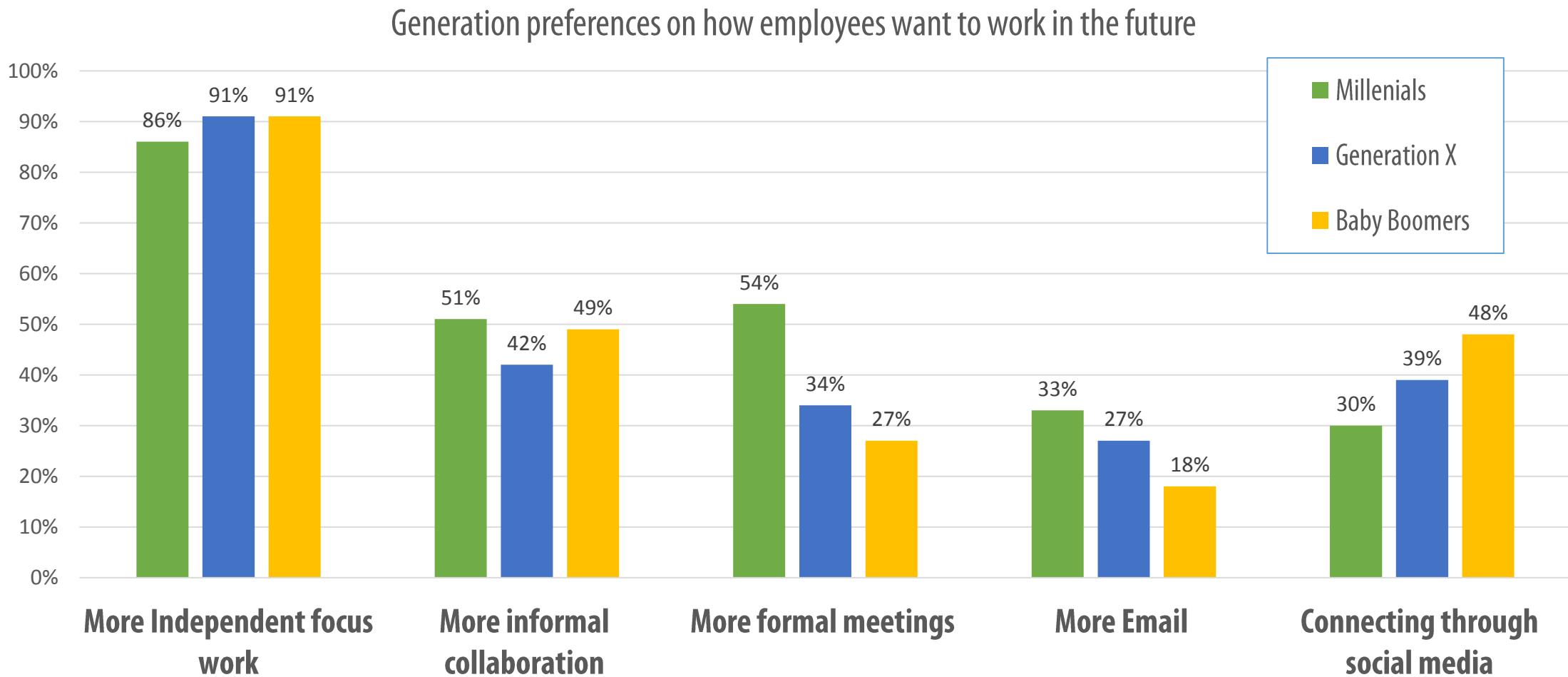


RECENT PROSPECTUS REQUEST	Previous Utilization Rate	Committee-Approved Utilization Rate	Change
National Labor Relations Board	307 usf/person	200 usf/person	-35%
Department of Defense	261 usf/person	176 usf/person	-33%
Department of Homeland Security	218 usf/person	156 usf/person	-28%
Department of the Interior	243 usf/person	190 usf/person	-22%
Department of Health and Human Services	209 usf/person	170 usf/person	-19%
Department of Commerce	226 usf/person	197 usf/person	-13%
General Services Administration	165 usf/person	82 usf/person	-50%
	171 usf/person	83 usf/person	-51%
	263 usf/person	86 usf/person	-67%
Bureau of Reclamation	225 usf/person	180 usf/person	-20%
Workspace Utilization & Allocation Benchmark	250 usf/person	190 usf/person	-24%
Department of Health & Human Services	200 usf/person	188 usf/person	

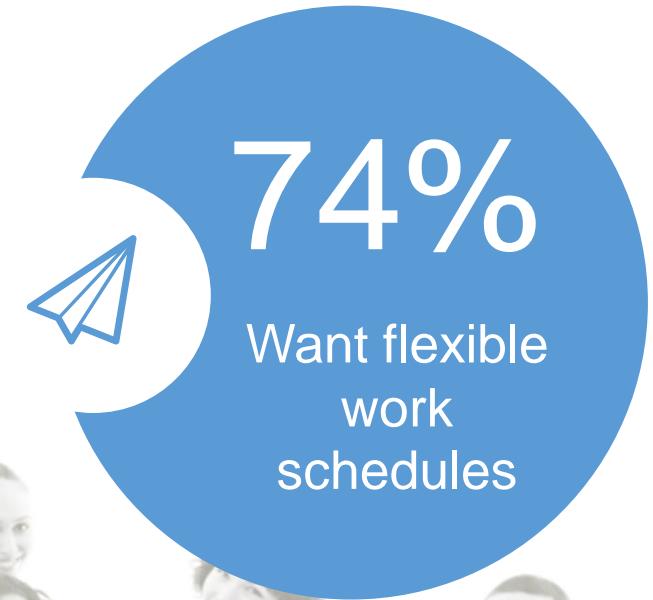
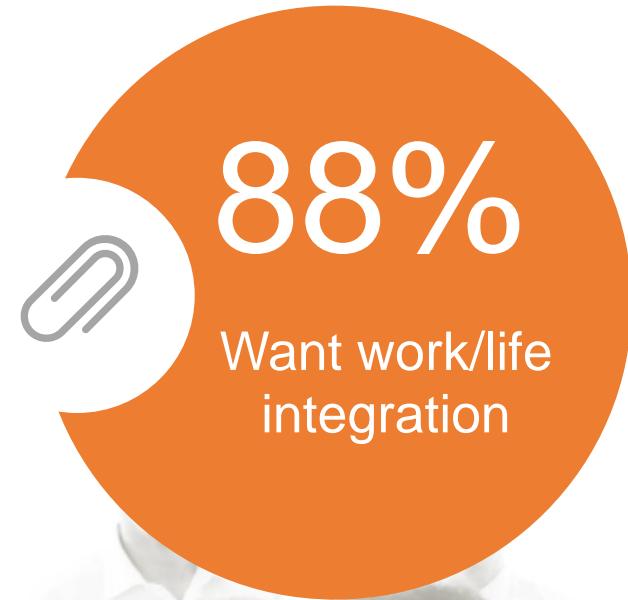


**IT'S TIME TO
STOP THINKING
EITHER/OR...**

Debunking the Myths (actually, everyone wants the same thing)



Preparing for future generations: Millennials



21st Century Workplace | Work Styles

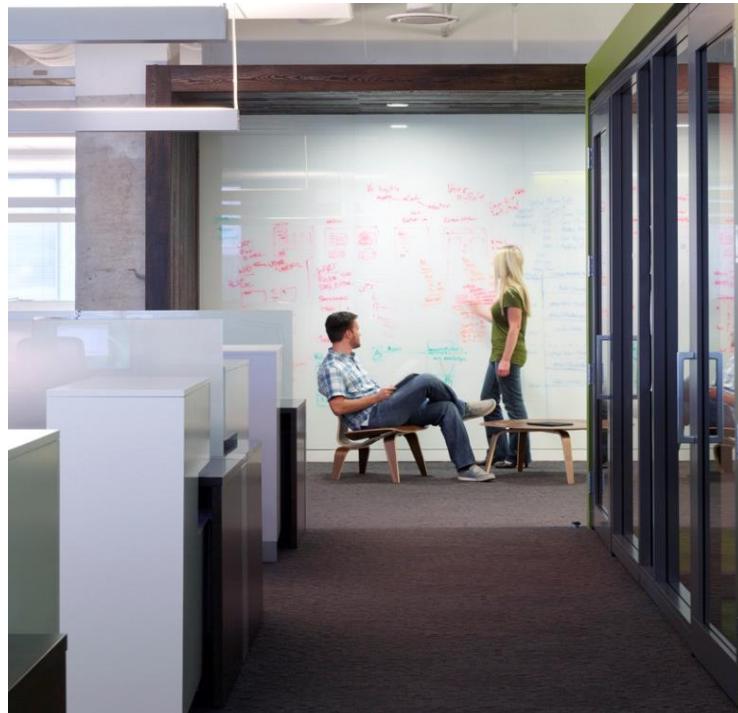
HEADS-DOWN:

Quiet | Focus | Concentrate



EXCHANGE:

Informal | Social | Serendipitous



TEAM:

Collaborate | Formal/Informal



Less ME, More WE



we / me

60 / 40

50 / 50

40 / 60

20 / 80

Design Alternatives Exploring Zones and Assigned Seating



I Space  86%
We Space  14%

148 people 1 seat per 1 person



I Space  45%
We Space  55%

245 people 1 seat per 1.5 people



I Space  27%
We Space  73%

520 people 1 seat per 2 people

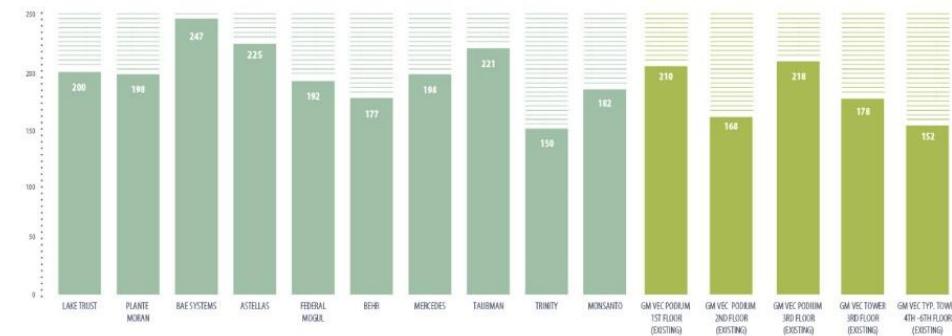


Existing VEC- 1st Floor Podium



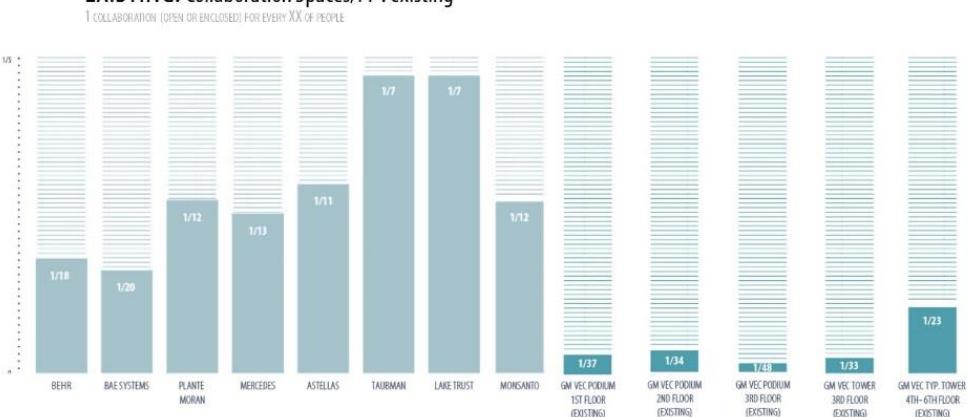
Workplace Benchmark Metrics

EXISTING: USF/PP Metrics : Existing



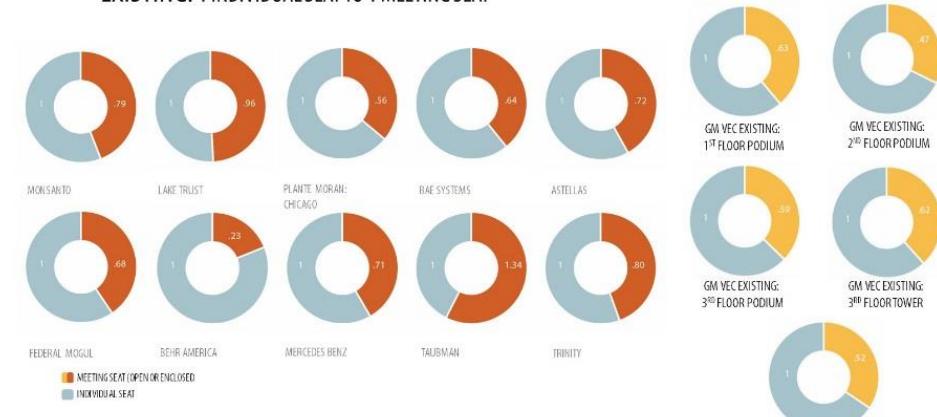
Workplace Benchmark Metrics

EXISTING: Collaboration Spaces/PP : existing



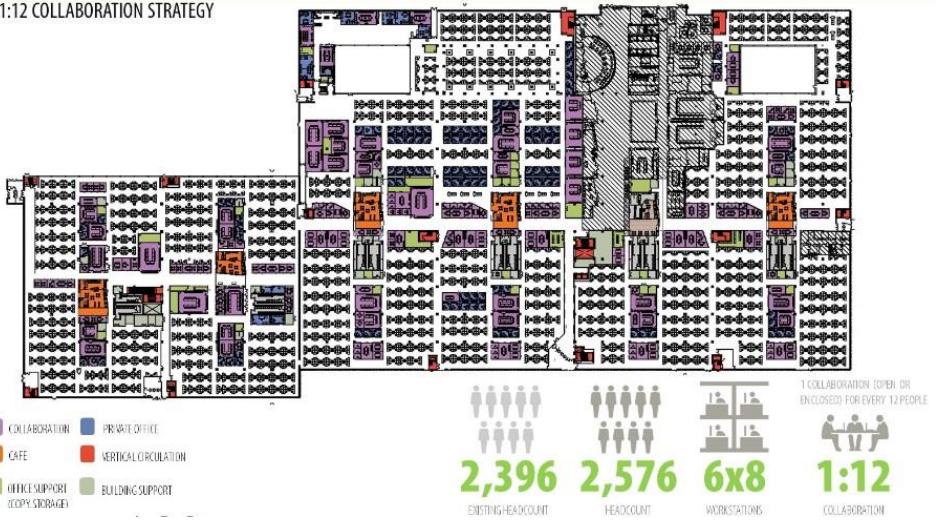
Workplace Benchmark Metrics

EXISTING: 1 INDIVIDUAL SEAT TO 1 MEETING SEAT



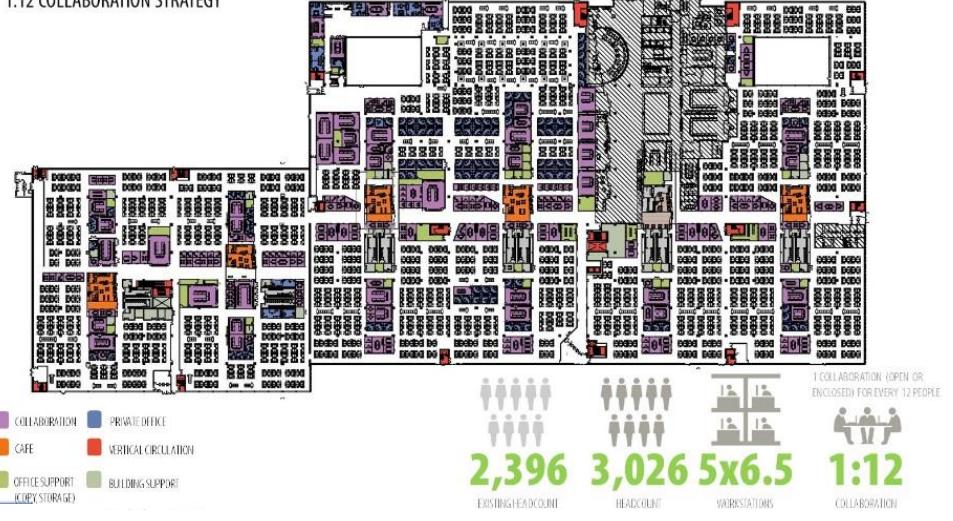
Test Fits: 1st Floor Podium - 6x8

1:12 COLLABORATION STRATEGY



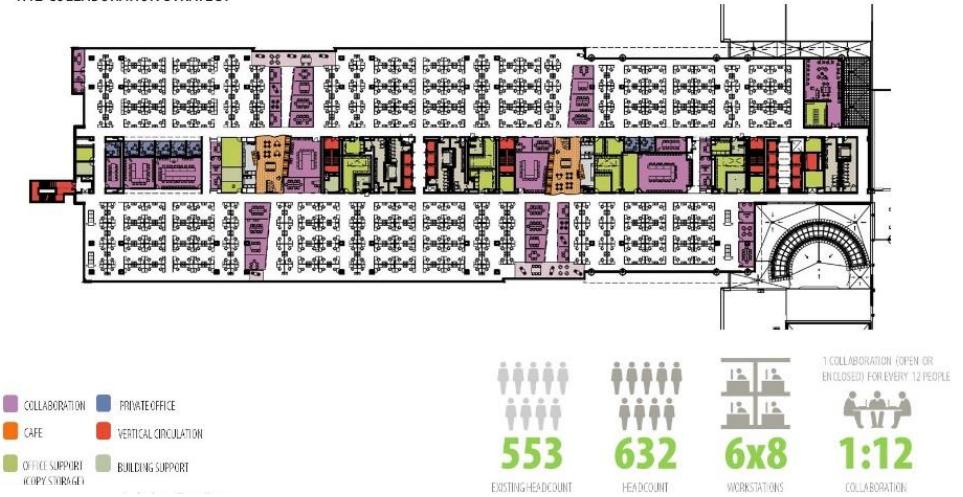
Test Fits: 1st Floor Podium - Benching

1:12 COLLABORATION STRATEGY



Test Fits: 3rd Floor Tower - 6x8

1:12 COLLABORATION STRATEGY

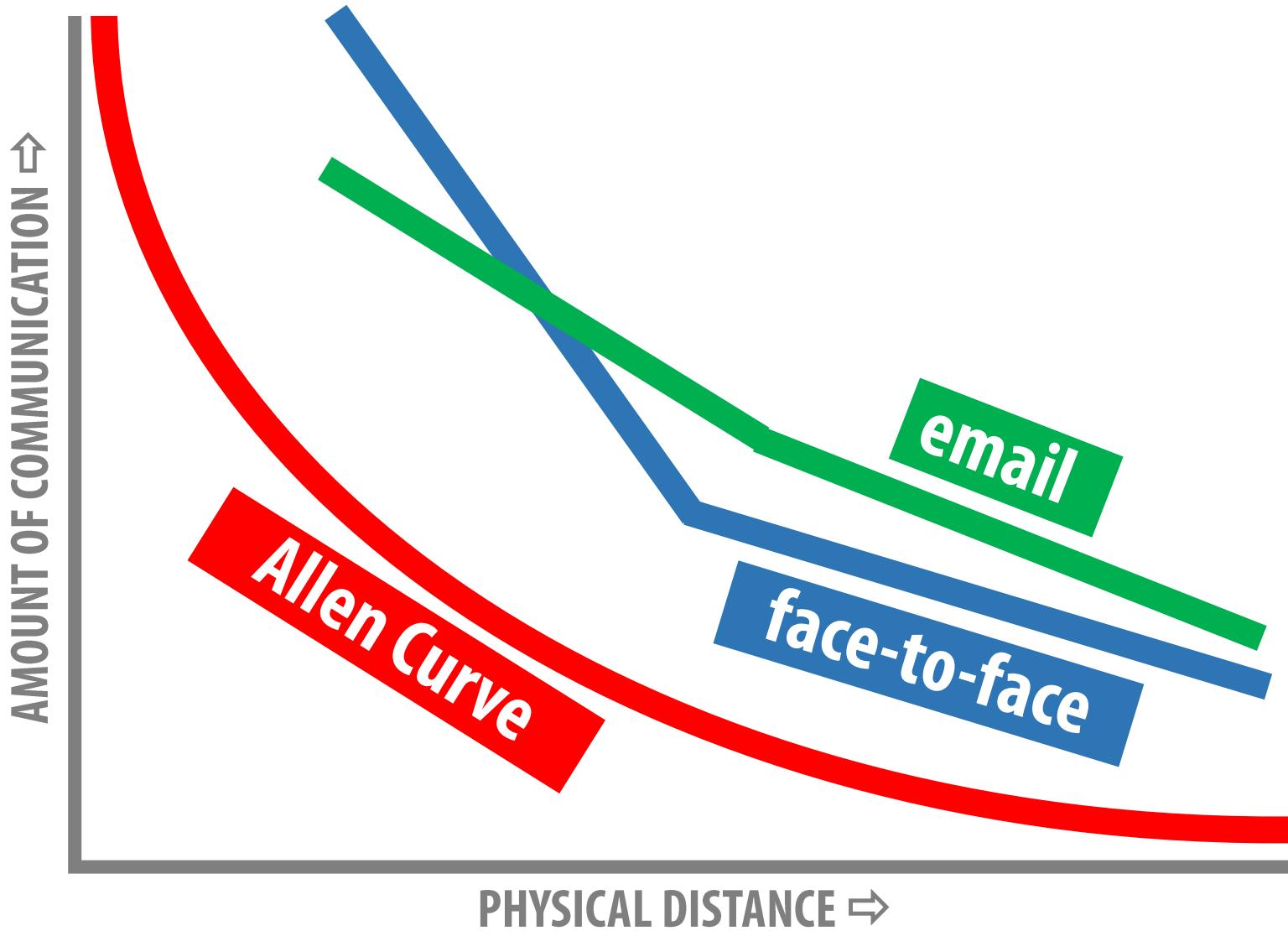


Test Fits: 3rd Floor Tower - Benching

1:12 COLLABORATION STRATEGY



The Allen Curve: Distance vs. Communication



Adapted From: Thomas Allen, MIT Engineering Systems Division



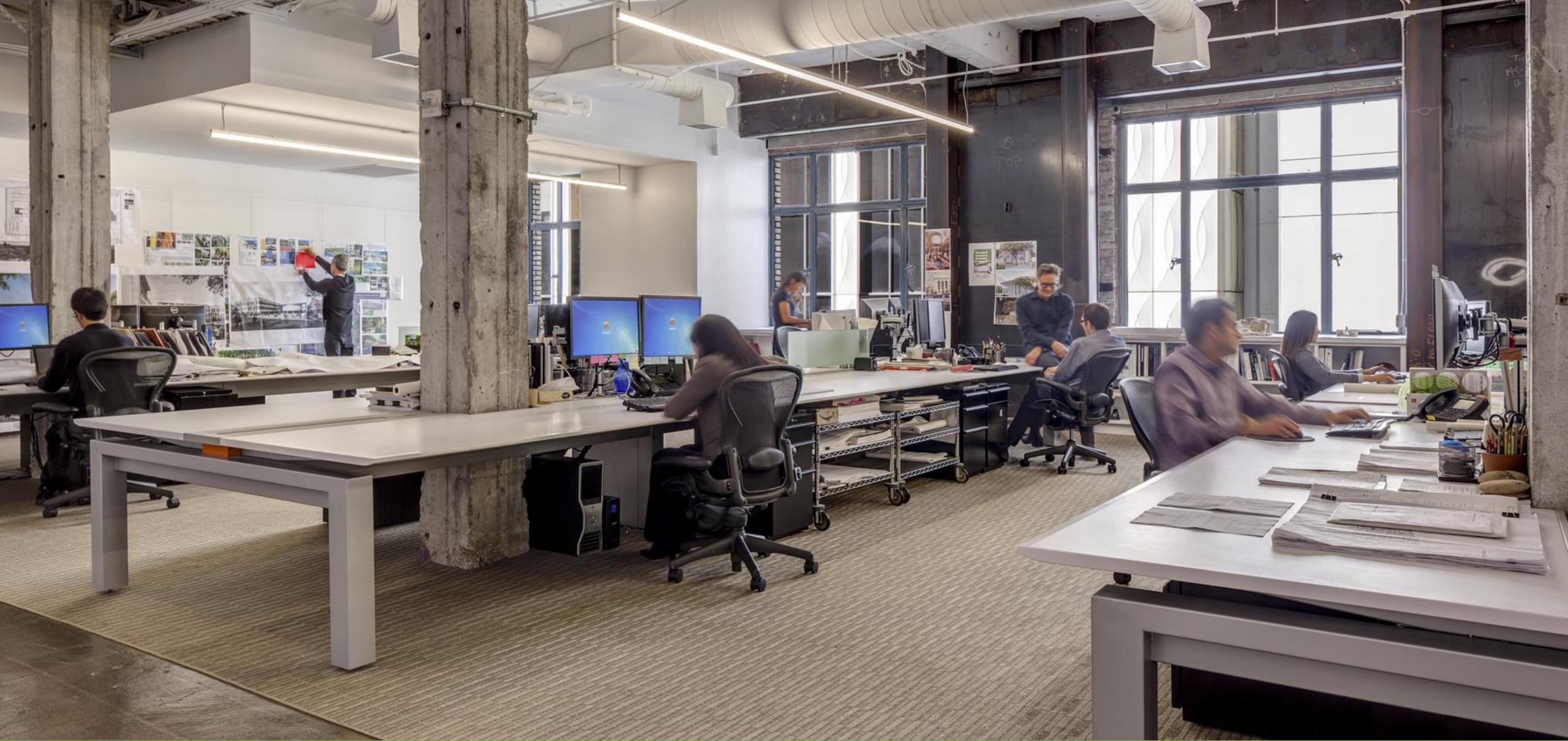
Workspace

Assigned, or Free-Address space used for basic work functions, such as computer work, telephone calls, reading, or writing – individual or team work.



Workspace

Assigned, or Free-Address space used for basic work functions, such as computer work, telephone calls, reading, or writing – individual or team work.



Workspace

Assigned, or Free-Address space used for basic work functions, such as computer work, telephone calls, reading, or writing – individual or team work.



Workspace

Assigned, or Free-Address space used for basic work functions, such as computer work, telephone calls, reading, or writing – individual or team work.

A woman with dark hair and a striped shirt is screaming with her mouth wide open and hands on her ears. She is set against a solid red background. The image is used to illustrate the concept of sensory overload or a lack of control.

A Sense of Control

OUTBOUND:
Voice, Body Language, Habits

INBOUND:
Sound, Sight, Visitors, Messaging



Zoned by Design

Separations of Solo and Group Functions Are Design Opportunities



Social Spaces

Multi-use, flexible spaces for flexible activities, including work, large gathering and relaxation.



Looser Fit

Building floor plan anomalies can be design opportunities.



Private Offices

Assigned or unassigned spaces for private work.



Pacific Heights



Personal Enclaves

Small spaces with privacy for personal work, phone calls, heads-down focused work.

BOTH

AND



Transparency

It's Not About Either/Or, It's About Both/And



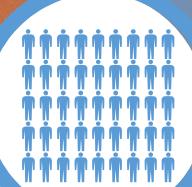
BEST REAL ESTATE STRATEGIES FOCUS ON THE PEOPLE

Rise of Human Capital



80%

Cost of Business
focused on talent
and “people” cost.



20%

Overhead, including
Technology, Real
Estate, Etc.



THE 7 KEY TRENDS IMPACTING TODAY'S WORKPLACE

Results From 500+ Organizations & Over 200,000 Anonymous Responses

Company culture crisis. 64% of all employees do not feel they have a strong work culture.



1

49% of all employees are not satisfied with their direct supervisor.



2

Opportunities for professional growth are limited, with 66% not seeing a chance for growth.



with 66% not seeing a chance for growth.

3

More than **1 in 4** employees do not have the tools to be successful in their jobs.



Only **21%** of employees feel **strongly valued** at work.



5

44% of employees give **peer-to-peer recognition**... when they have an easy tool to do so.



6

Peers and camaraderie are the **#1 reason** employees go the extra mile...not money.



Understanding Organizational Culture

CLAN

- Open, friendly, loyal
- Leaders are mentors
- Concentrate on Human Resource
- Success – Team Work, Consensus, Participation

ADHOCRACY

- Dynamic, entrepreneurial, creative
- Leaders are risk takers, innovative experimenter, think differently
- Concentrate on growth
- Success – industry leader, new products, unique

HIERARCHY

- Structured, formal, rules and regulations
- Leaders are good organizers, coordinator
- Concentrate on stability, performance, efficiency, operations
- Success – dependability, low cost, secure, predictability

MARKET

- Results driven, goal oriented
- Leaders are hard driving, productive, demanding
- Concentrate on achievement, reputation
- Success – market share raising, penetration, competitive pricing

The Advisory Board Company



A case study in transformation

Impacts on Culture.

reinforce the advisory board company identity and the corporate brand

design a workplace that reflects the maturation of the organization.

create an impressive and effective client experience

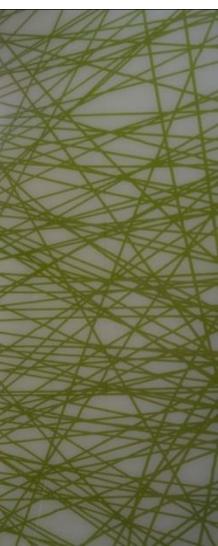
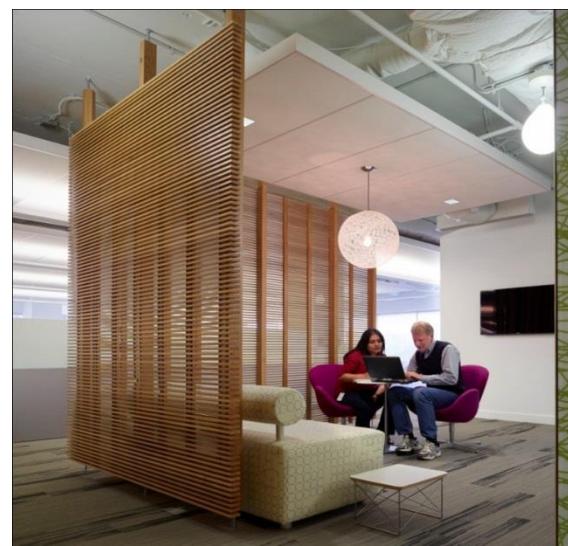
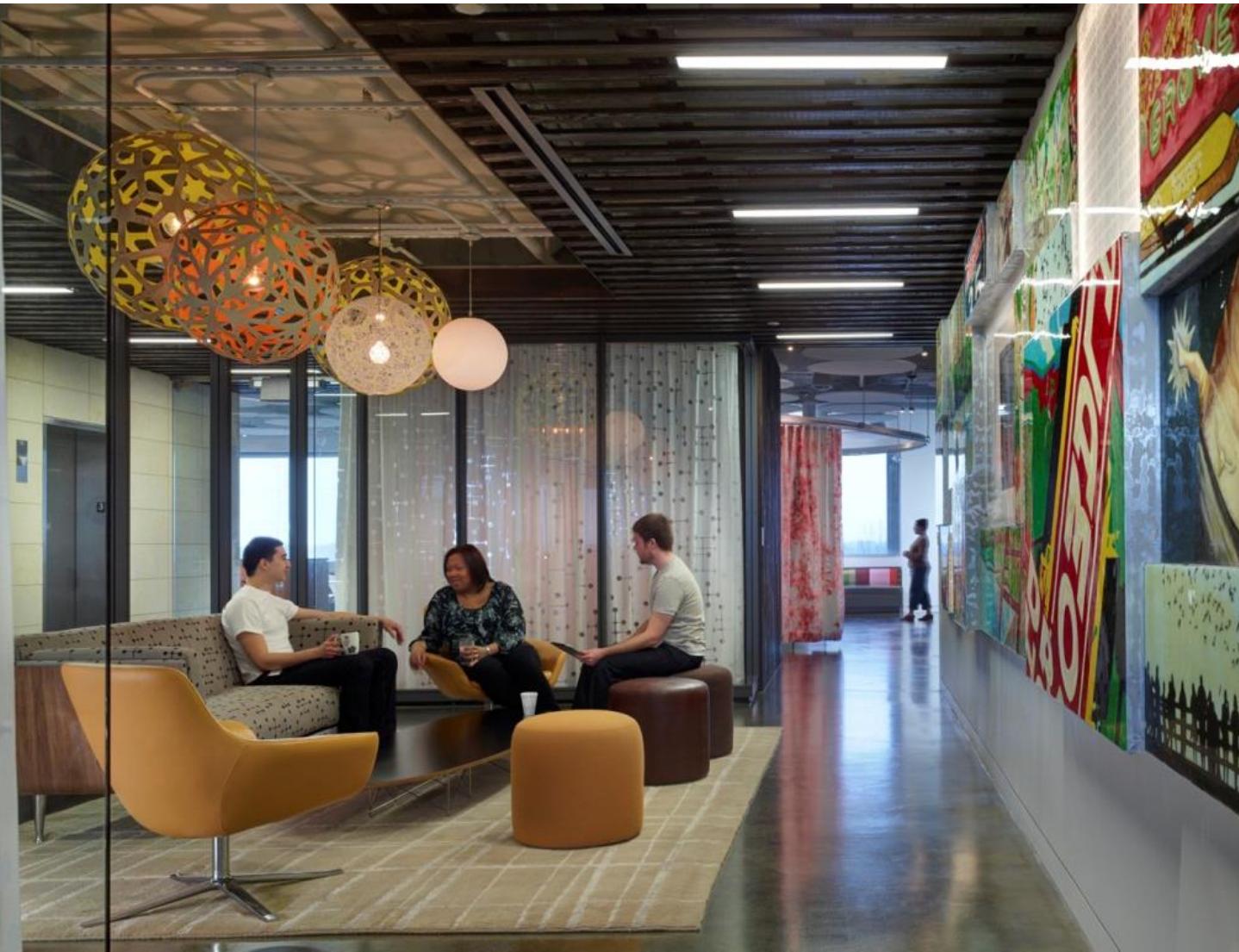
create a design that can better support the employee experience

create a space that is customized to the advisory board company



Before





After



After



After

It Works



"I feel like I have to work harder to deserve this place"

"We have arrived!"

" I feel more productive and better able to work in a collaborative setting."

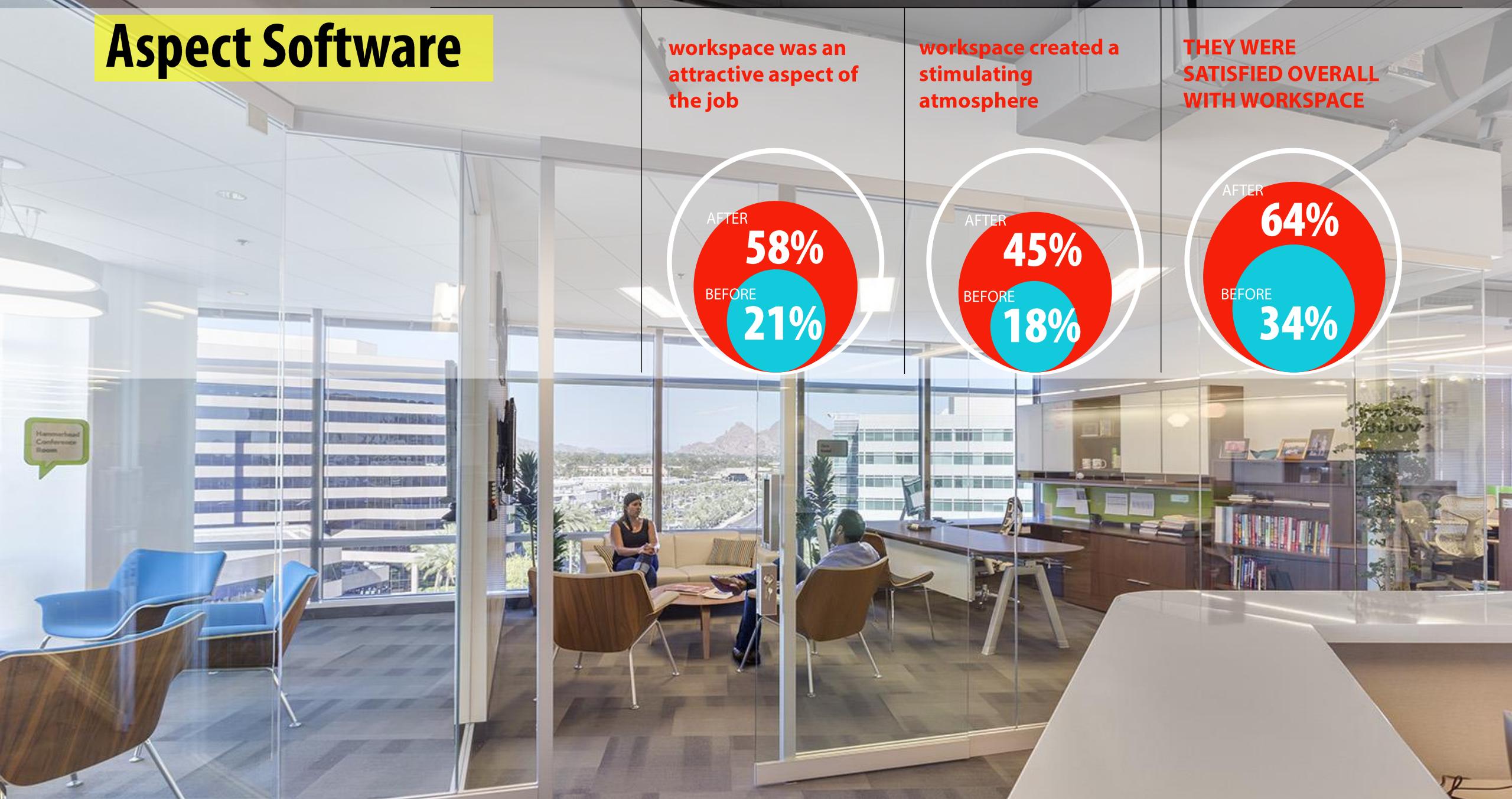
"We have all been impressed with how quiet the floor actually is."

"In my 15 years of recruiting, I've never had a positive discussion about office space."

"Our space is an added perk as a desirable place to work in recruiting. As such, we've seen acceptance rates trending above 90% as a direct correlation."

Aspect Software

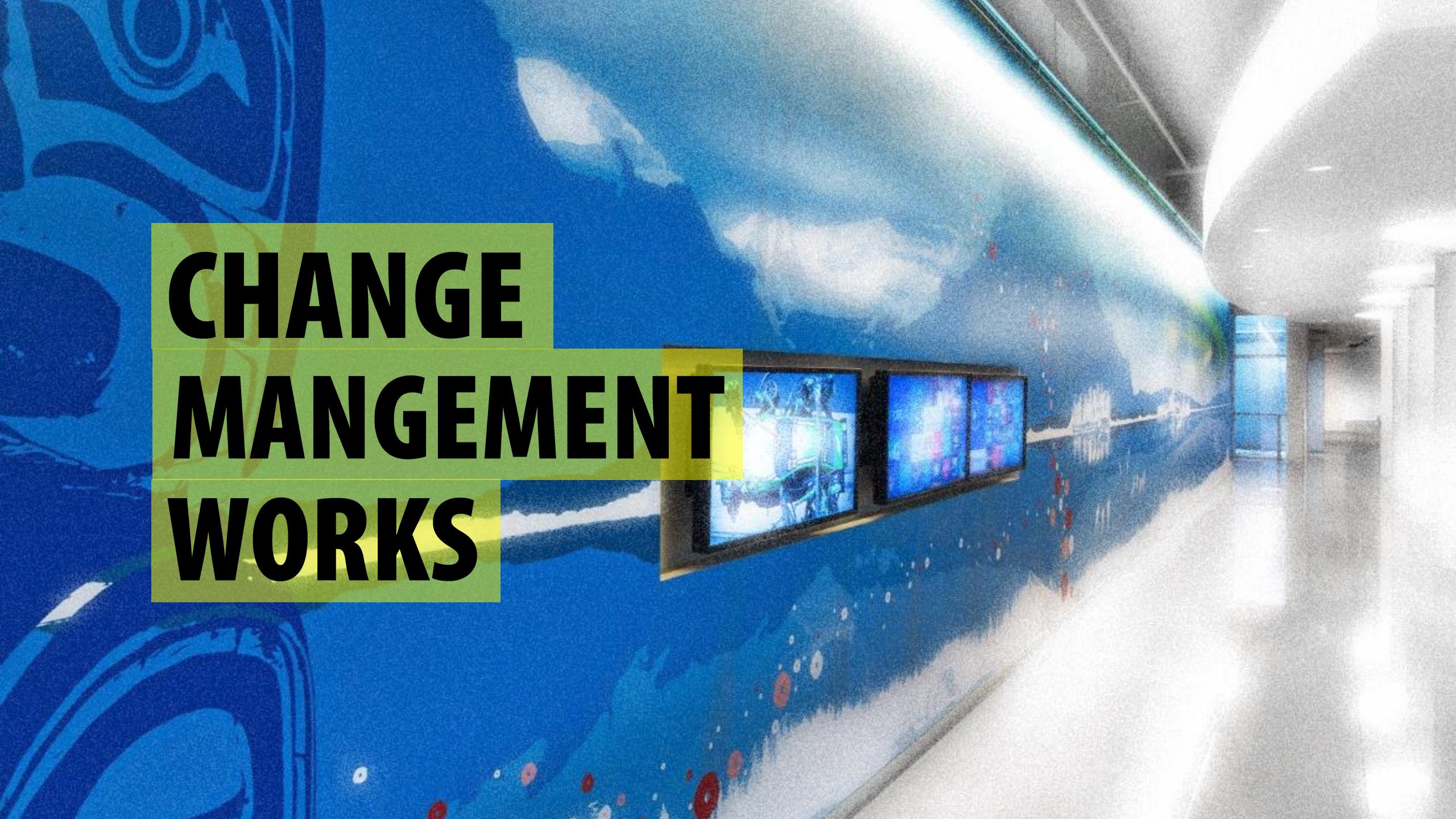
percentage of employees who said:



United Way of SE Michigan



TOTAL SQUARE FOOTAGE PER EMPLOYEE	FURNITURE COST PER EMPLOYEE	CAPITAL COST PER EMPLOYEE	HOURS LOST PER EMPLOYEE, PER YEAR, TO NOISE	HOURS LOST PER EMPLOYEE, PER YEAR, TO DROP-BY VISITORS	HOURS LOST PER EMPLOYEE PER YEAR, WAITING FOR FEEDBACK OR APPROVAL FROM MANAGERS
BEFORE 212 AFTER 156	\$9,100 \$4,900	\$34,000 \$19,000	32 22.9	34.4 22.9	29.6 13.6



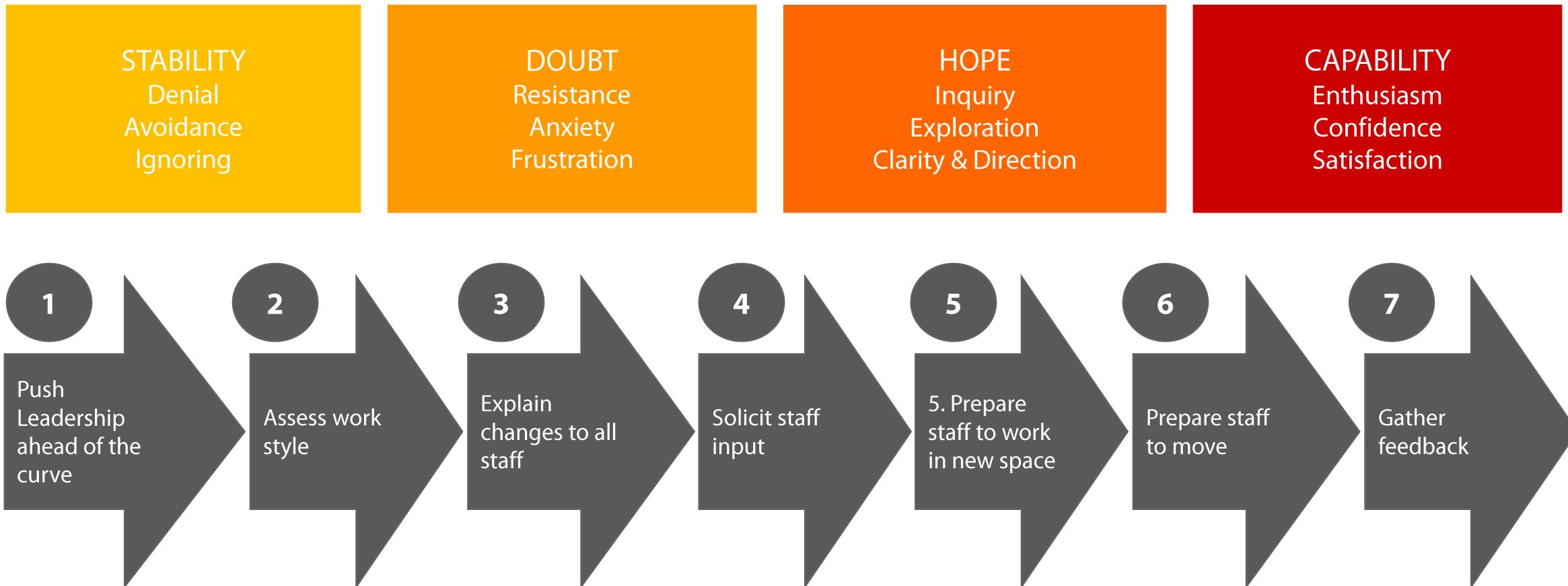
CHANGE MANAGEMENT WORKS

Capacity for Change

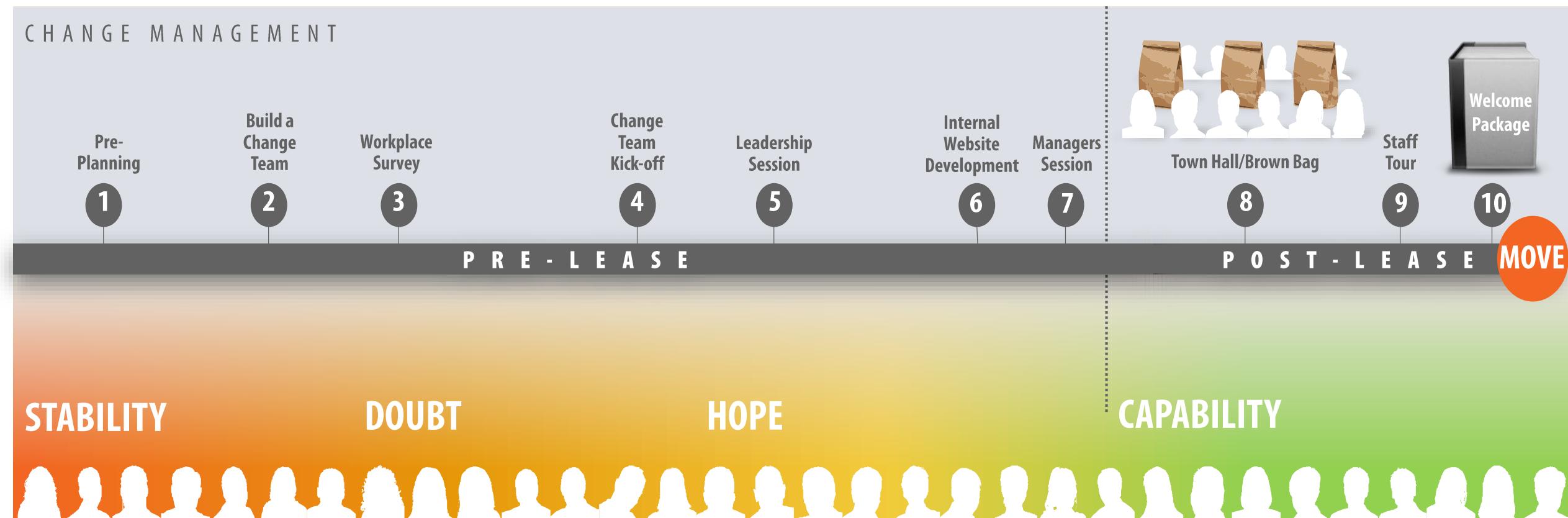


A change in the workspace often marks a shift in the company culture. Open lines of communication, transparent leadership and a workforce that feels like they're part of the discussion will go a long way toward building acceptance of changes to the workplace environment.

Change Management



Communicating Transformation: It's a Process



Communicating Transformation: It's a Process



My Home > Moving By Design

smithnet **Moving By Design**

Welcome Diane Govani | My Site | My Links | **SMITHGROUPJJR**

All Internal Sites |

[View All Site Content](#)

Documents

- Learn About Your New Workplace
- Client Experience
- Drawings and Renderings
- Success Tips for the New Workplace
- Building Information
- Workplace of the Future
- Dining
- Transportation and Maps
- Countdown to the Move
- Amenities and Services
- Contact Us
- Blog About It!
- FAQ

Welcome to your new office!





Welcome to **Moving By Design**, the SharePoint site that we have set up to facilitate communication about our new office and the move. It is very exciting and a real privilege to be leading the charge for such a major period of change. I am deeply appreciative of the contributions of Tracy and our client team of Cindy, Sven, Lori, Naomi, and Mike, and of the corporate leadership from David and Angie.

We have used this moment to explore and challenge many assumptions about the way we work. How can we change the way we work to create synergies that produce the best work? What proportion of our time is spent in quiet 'heads down' work? How do we encourage the constant forming and reforming of effective teams through the design of the space? How do we deal with interruptions? Can we finally leverage the promise of the paperless office?

This is our business: the creation of delightful and effective environments to meet specific needs. We hope to be as rigorous, as thoughtful, and as intelligent in the design of our own space as we are in the design of places, spaces and systems for our clients.

This SharePoint site is, at a minimum, a place for me and the client group to communicate about the on-going design with the rest of the staff. It can, and we hope will, be much more. I hope it can become a place to record a public dialog on questions about workplace design and how we practice.

If you have suggestions on how we can use the technology to more effectively realize this potential, please bring them to [Mike Kohn](#), who will manage the site.

Cheers,
Rus Perry

Local intranet | Protected Mode: Off | Done

Moving By Design | [All Internal Sites](#) |

Moving By Design | [Navigation](#) > [Learn About Your New Workplace](#)

Learn About Your New Workplace

Jump to...

[Home](#)

Learn About Your New Workplace

- Client Experience
- Drawings and Renderings
- Success Tips for the New Workplace
- Building Information
- Workplace of the Future
- Dining
- Transportation and Maps
- Countdown to the Move
- Amenities and Services
- Contact Us
- FAQ

Learn About Your New Workplace

The address of our new space is:
901 K Street, NW
Suite 400
Washington, DC 20001





We've heard it all along: the workstation isn't going to be quite the same size that we have now. But even with the decrease in size, you'll still have plenty of personal storage space as well as an ability to lay out drawings on your desk. To see the intent of these new bunched workstations as well as see a comparison of the proposed and existing stations, take a look at this presentation from [Rus Perry](#).



The workstations are able to get a little smaller so that you have many more options to choose from when considering where and how you work. The new space will be so much more than your desk. You'll soon have access to brand new amenity spaces.

What is a huddle room? How can I use an enclave? What will I be able to do in the family room, cafe or library? All these questions are more are included here in the presentation that was made on March 2. As you go through, note that the images that you see are just general concepts that show what these spaces could look like - these are not final photographs. They are only here to show you what direction we're taking.

Local intranet | Protected Mode: Off

A change in the workplace marks a shift in the company culture. Open lines of communication, transparent leadership and a workforce that feels like they're part of the discussion will go a long way toward building acceptance of changes to the workplace environment

A Culture of Permission



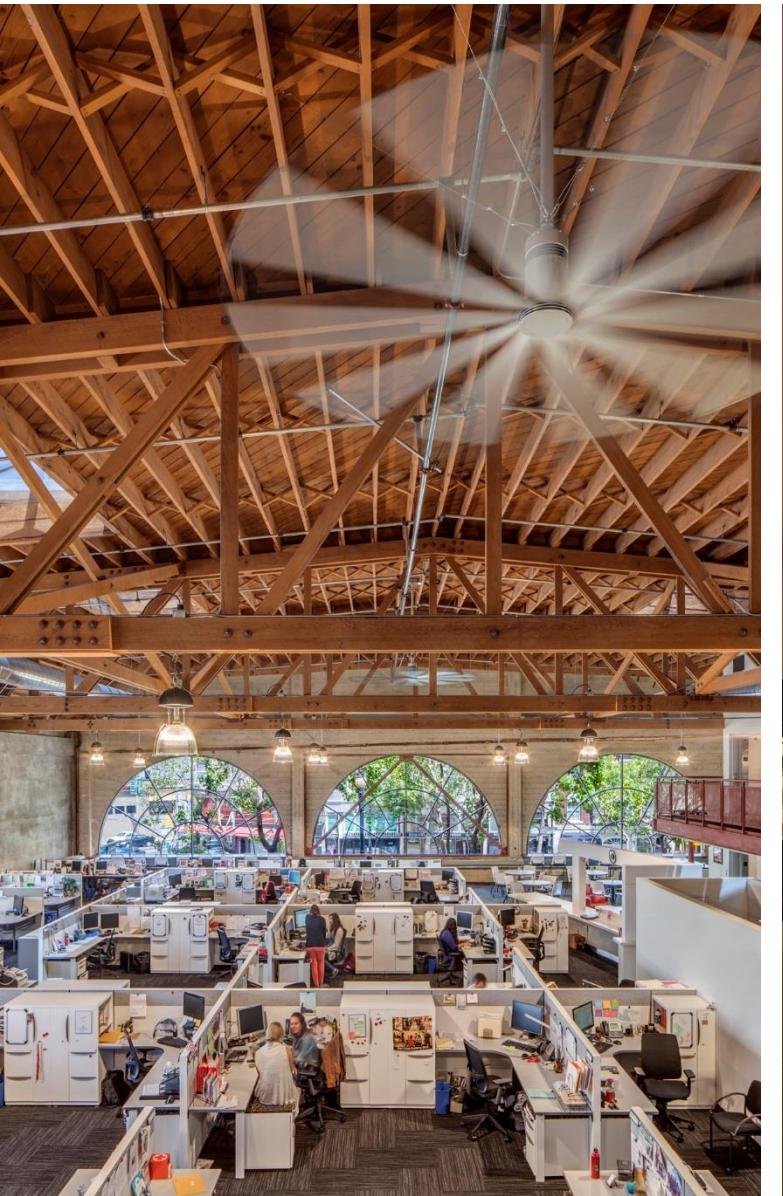
Leading by Example

A change in the workspace often marks a shift in the company culture. Open lines of communication, transparent leadership and a workforce that feels like they're part of the discussion will go a long way toward building acceptance of changes to the workplace environment

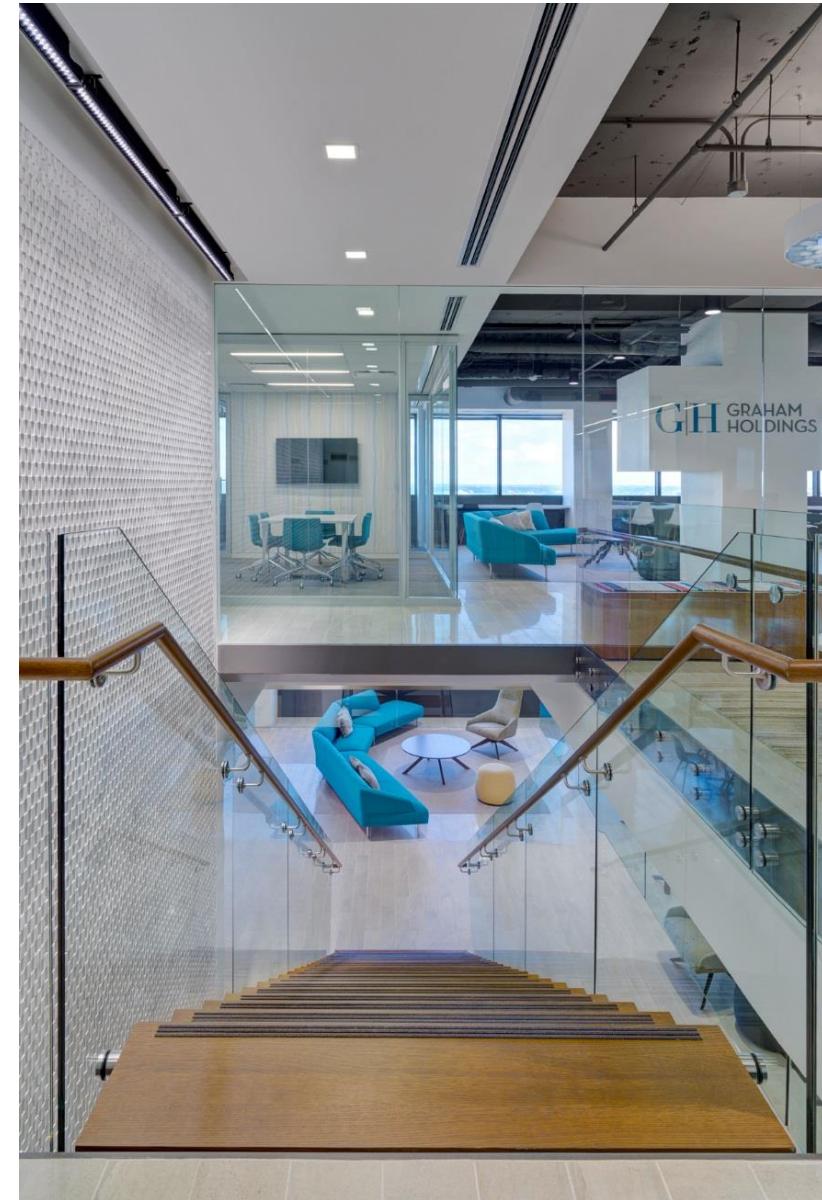


**BUILDINGS CAN
CREATE A SENSE OF
PRIDE**

Aligning With Values & Mission



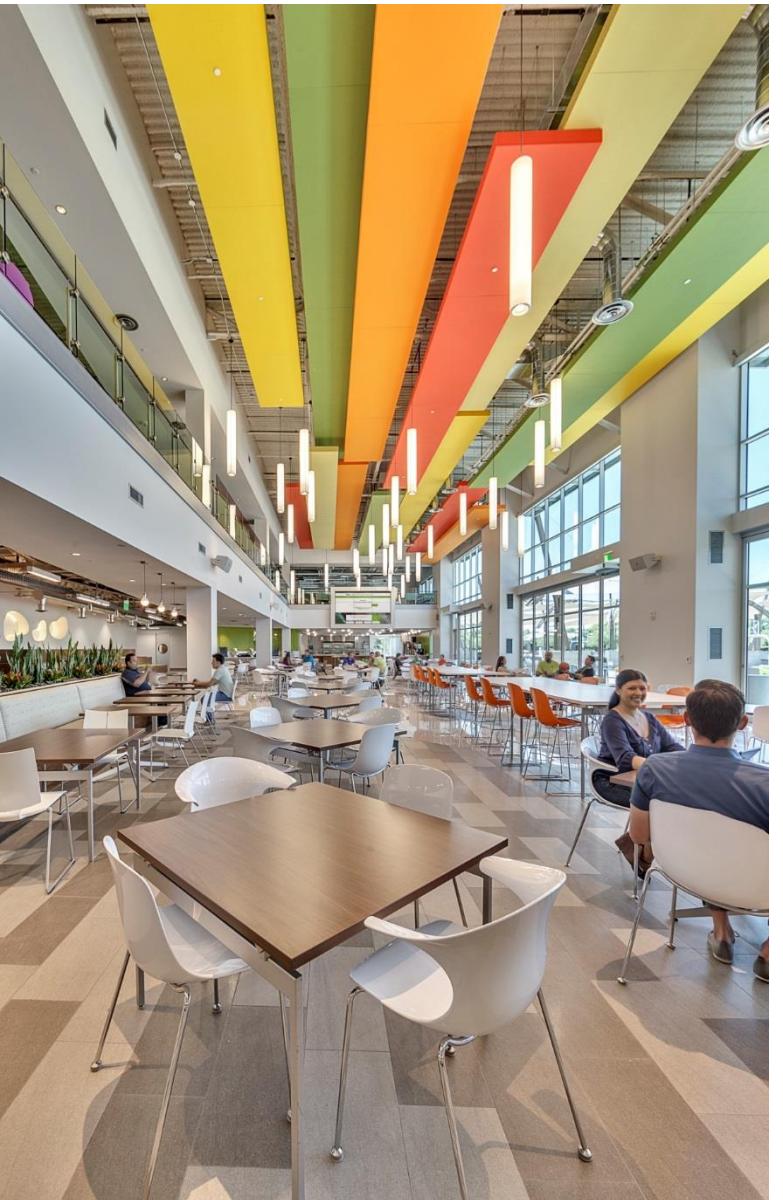
Cultural Reflection



Location, Location, Location



Organizational Celebration



The “WOW” Factor

