

The background image is a blurred office environment. On the left, a person with long dark hair is walking away from the camera, their figure out of focus. In the center-right, a man with a beard, wearing a light-colored shirt, is seated at a desk, looking at a computer monitor. The office has a modern feel with large windows and a high ceiling. The text is overlaid on a semi-transparent yellow rectangular area.

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

RETHINKING THE OFFICE

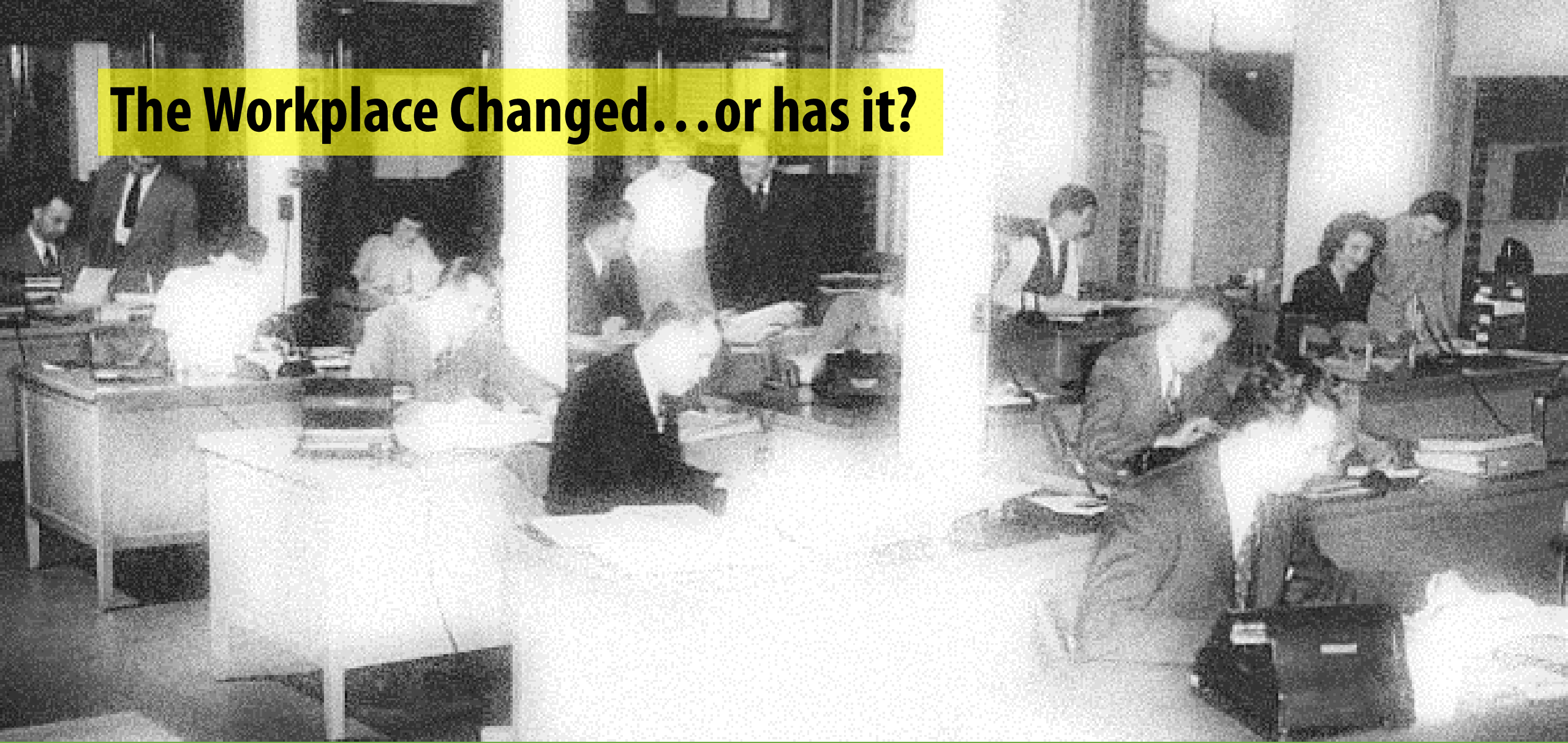


GREETINGS FROM THE

NEW YORK



The Workplace Changed...or has it?



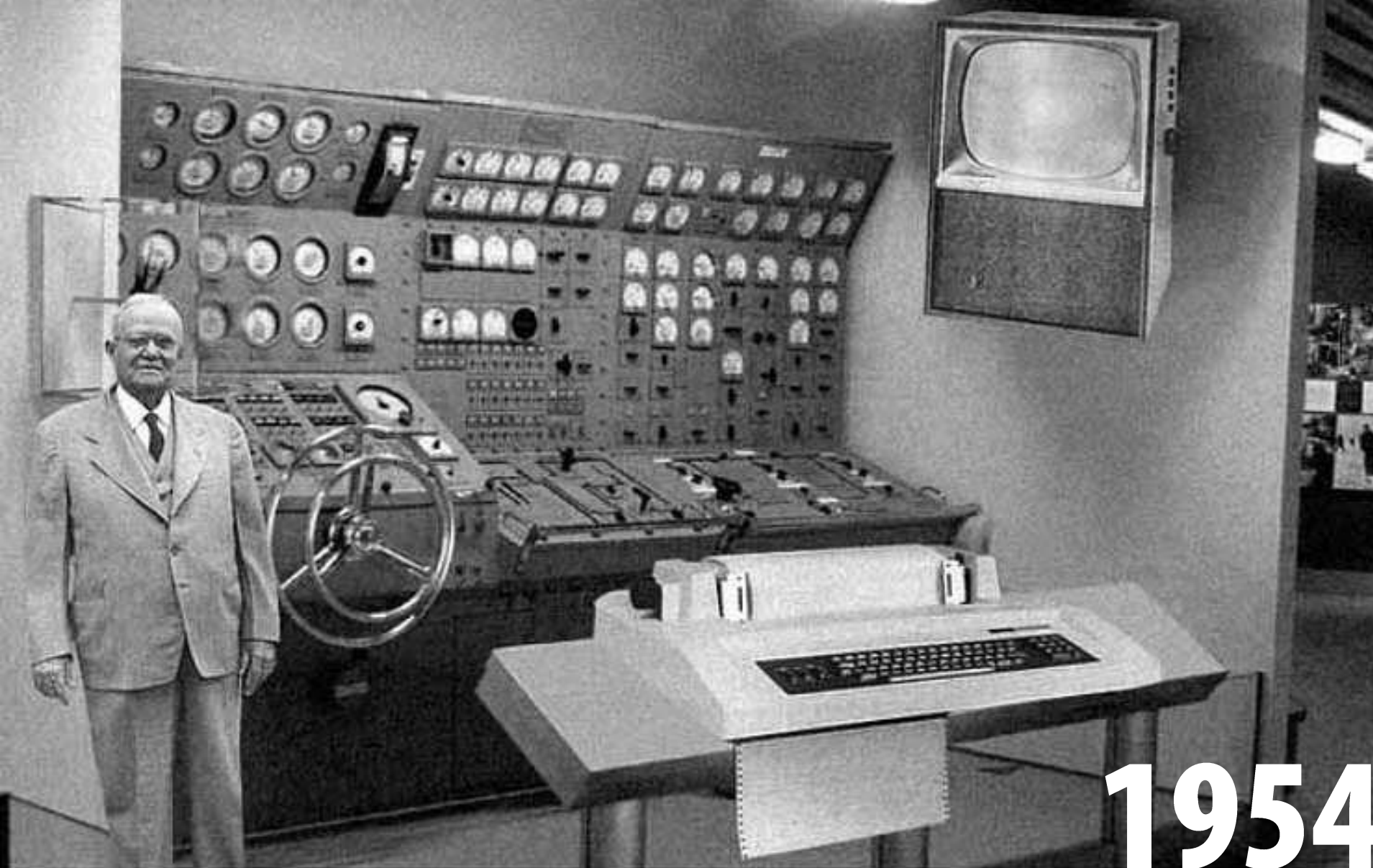
1904 1939



Larkin Building
Buffalo, NY
Frank Lloyd Wright



Johnson Wax Headquarters
Racine, WI
Frank Lloyd Wright



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



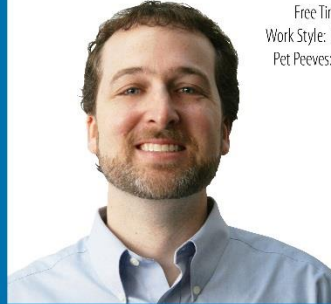
Meet Finley.

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

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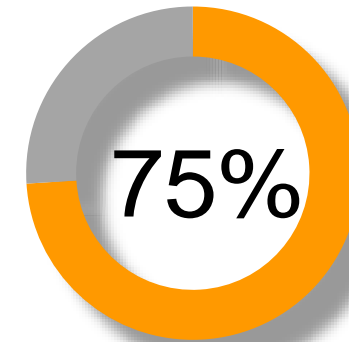


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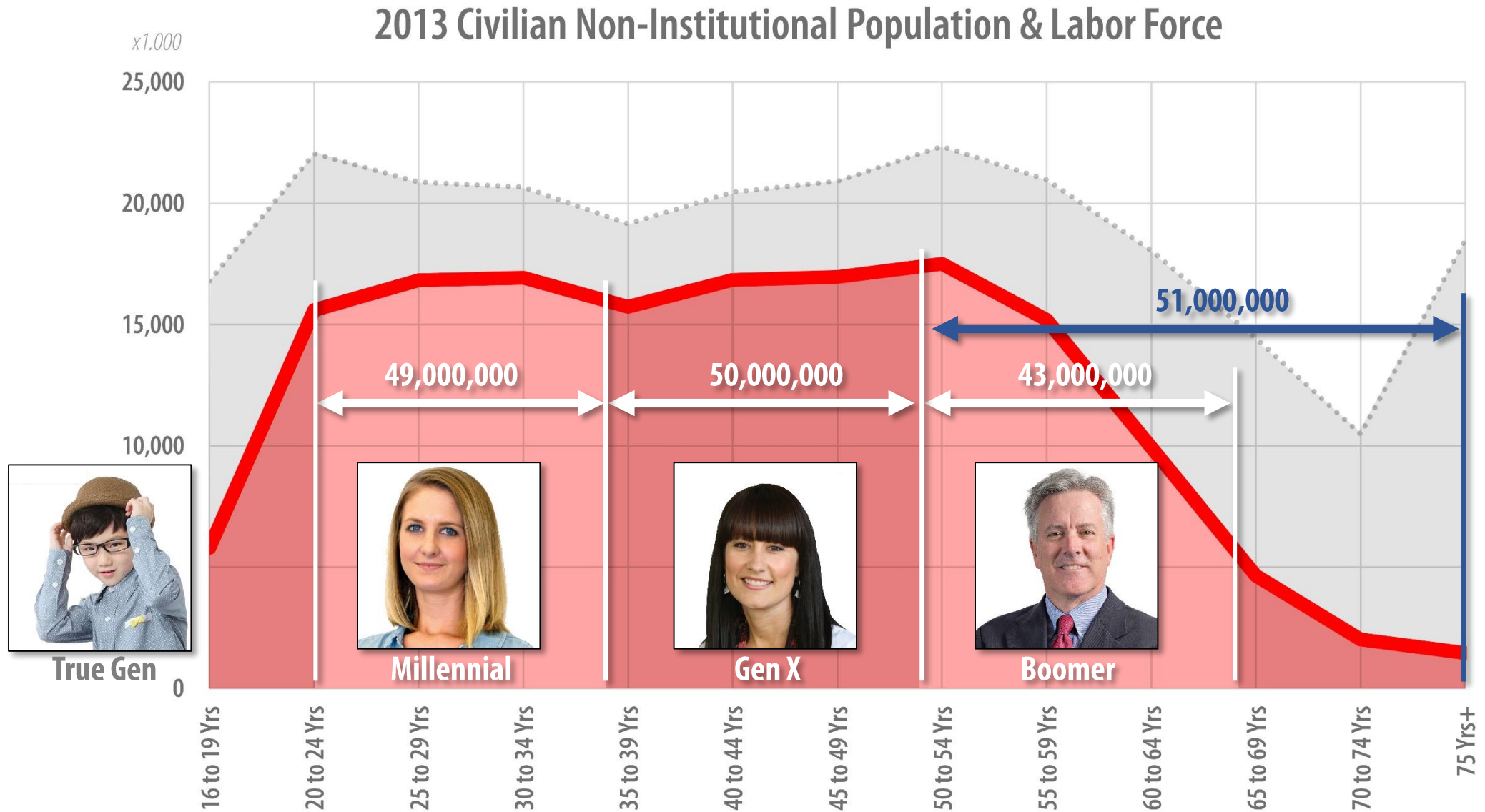
2020
Millenials will
comprise roughly
50% of the US
Workforce in 2020*



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

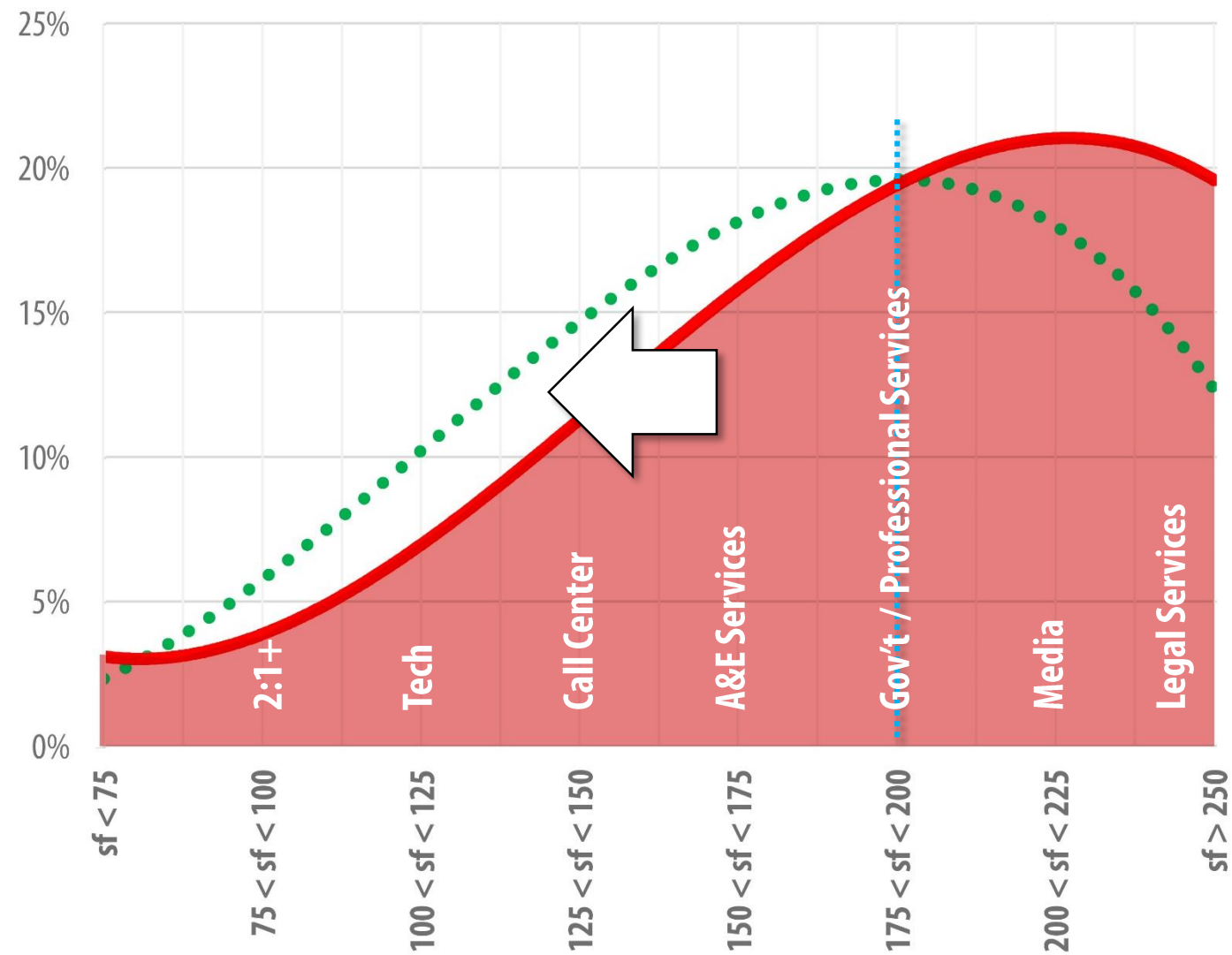
Where Are They Now?

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

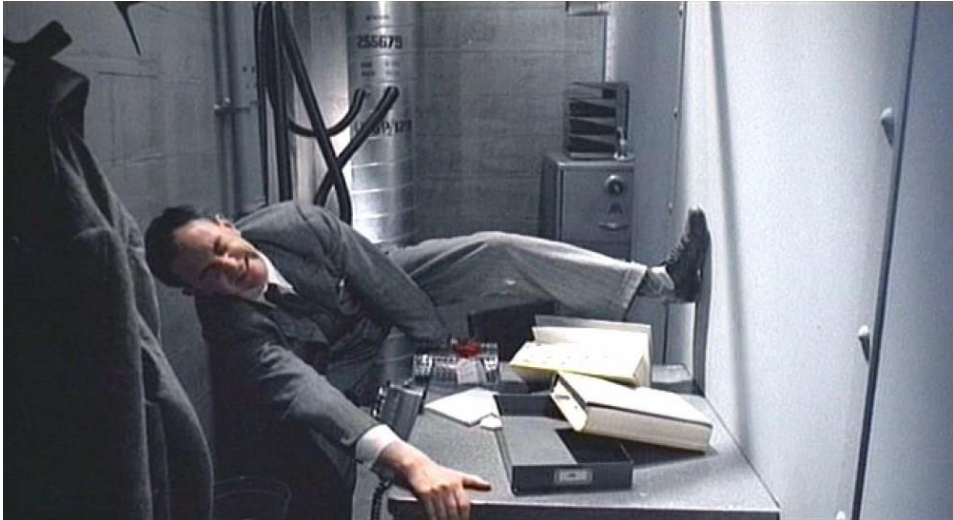





Real Estate Trend: Shrinking Office Spaces



CoreNet Global Members (2009 Survey, 180 Members)



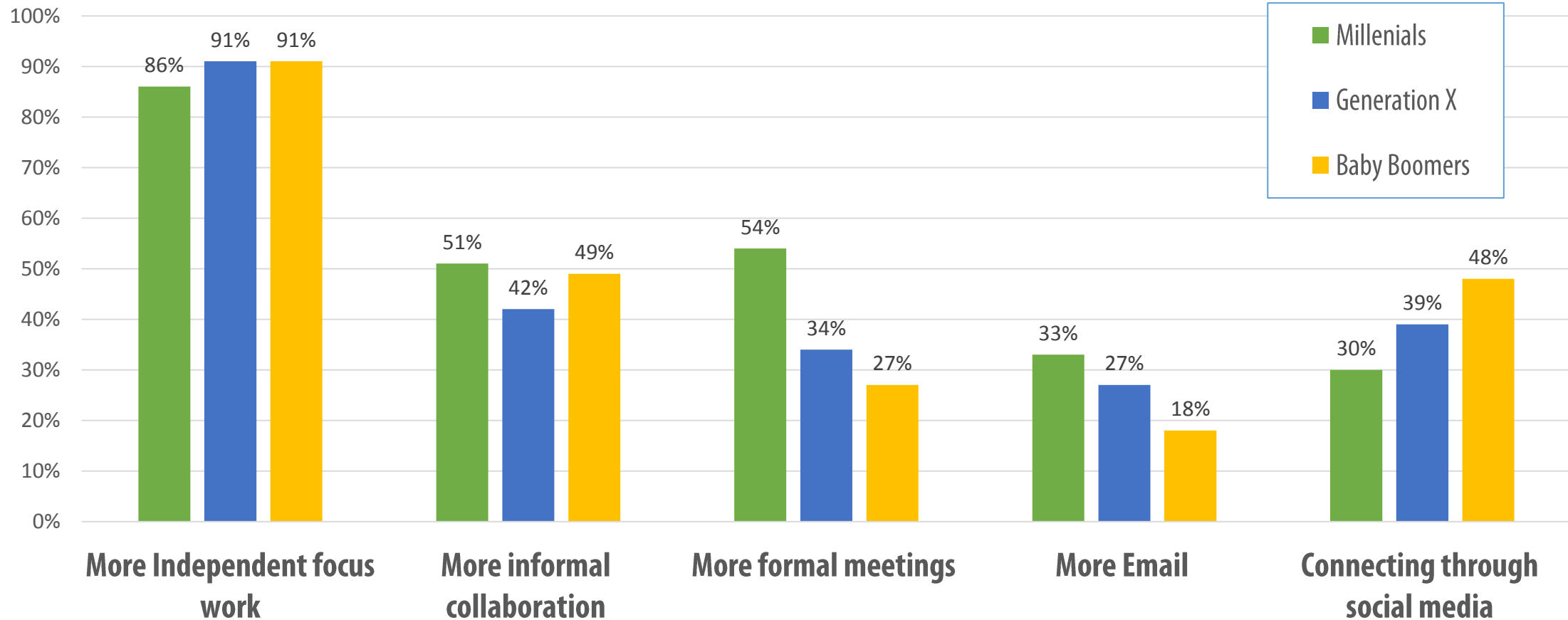
RECENT PROSPECTUS REQUEST	Previous Utilization Rate	Committee-Approved Utilization Rate	Change
National Labor Relations Board	307 usf/person	200 usf/person	-35%
Department of Defense	261 usf/person	176 usf/person	-33%
Department of Homeland Security	218 usf/person	156 usf/person	-28%
Department of the 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	

A modern office interior with a high ceiling featuring exposed ductwork and several pendant lights. The office is furnished with glass-walled cubicles. In the foreground, a person is seated at a desk, partially obscured by a large yellow text box. In the background, another person is visible working at a desk within a cubicle. The floor is a light-colored, polished surface.

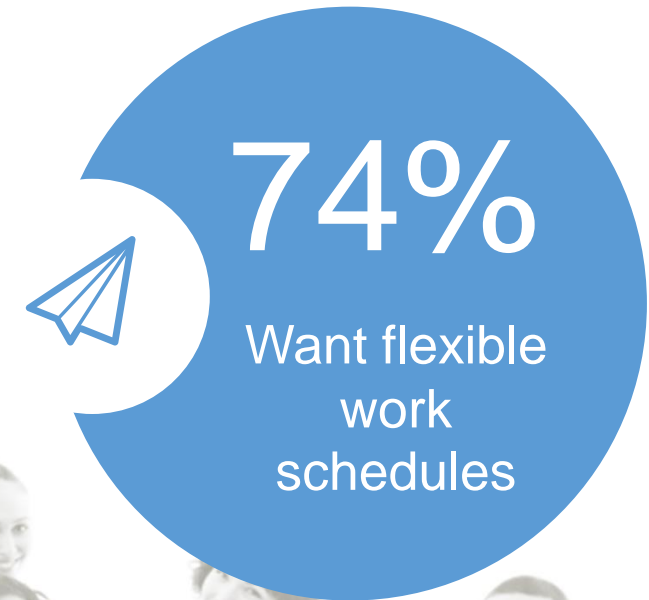
**IT'S TIME TO
STOP THINKING
EITHER/OR...**

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

Generation preferences on how employees want to work in the future



Preparing for future generations: Millennials



Sources: Intelligence Group, PwC, UNC: Kenan-Flagler Business School, Boston Consulting Group/Barkley

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

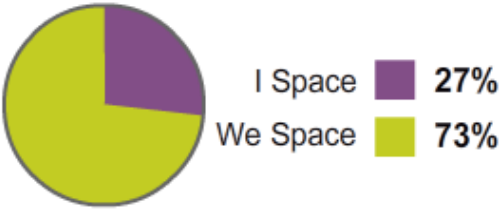
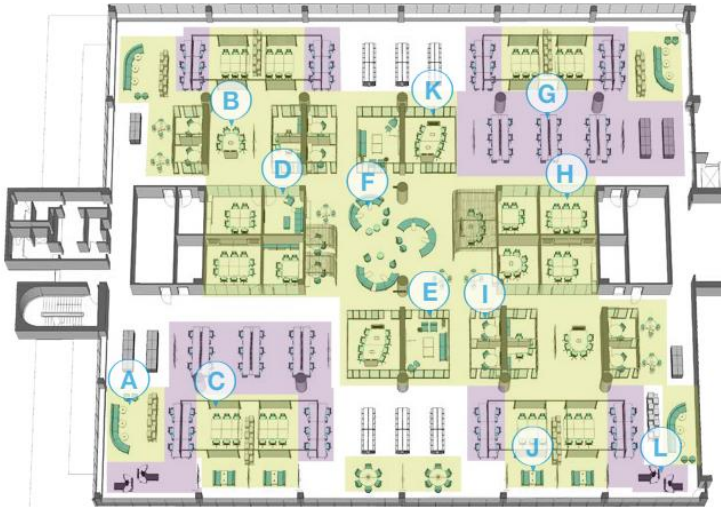
Design Alternatives Exploring Zones and Assigned Seating



148 people 1 seat per 1 person



245 people 1 seat per 1.5 people



520 people 1 seat per 2 people

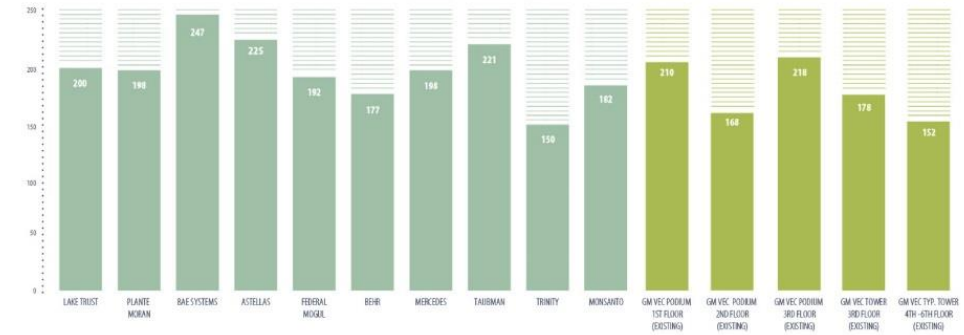


Existing VEC- 1st Floor Podium



Workplace Benchmark Metrics

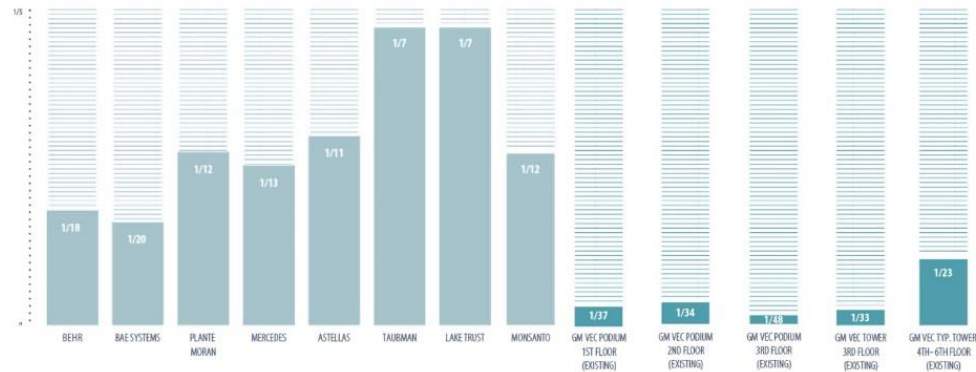
EXISTING: USF/PP Metrics : Existing



Workplace Benchmark Metrics

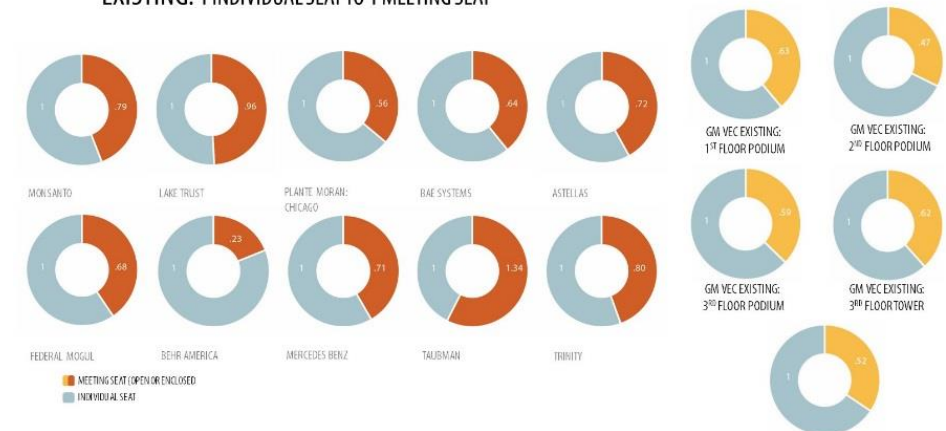
EXISTING: Collaboration Spaces/PP: existing

1 COLLABORATION (OPEN OR ENCLOSED) FOR EVERY XX OF PEOPLE



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

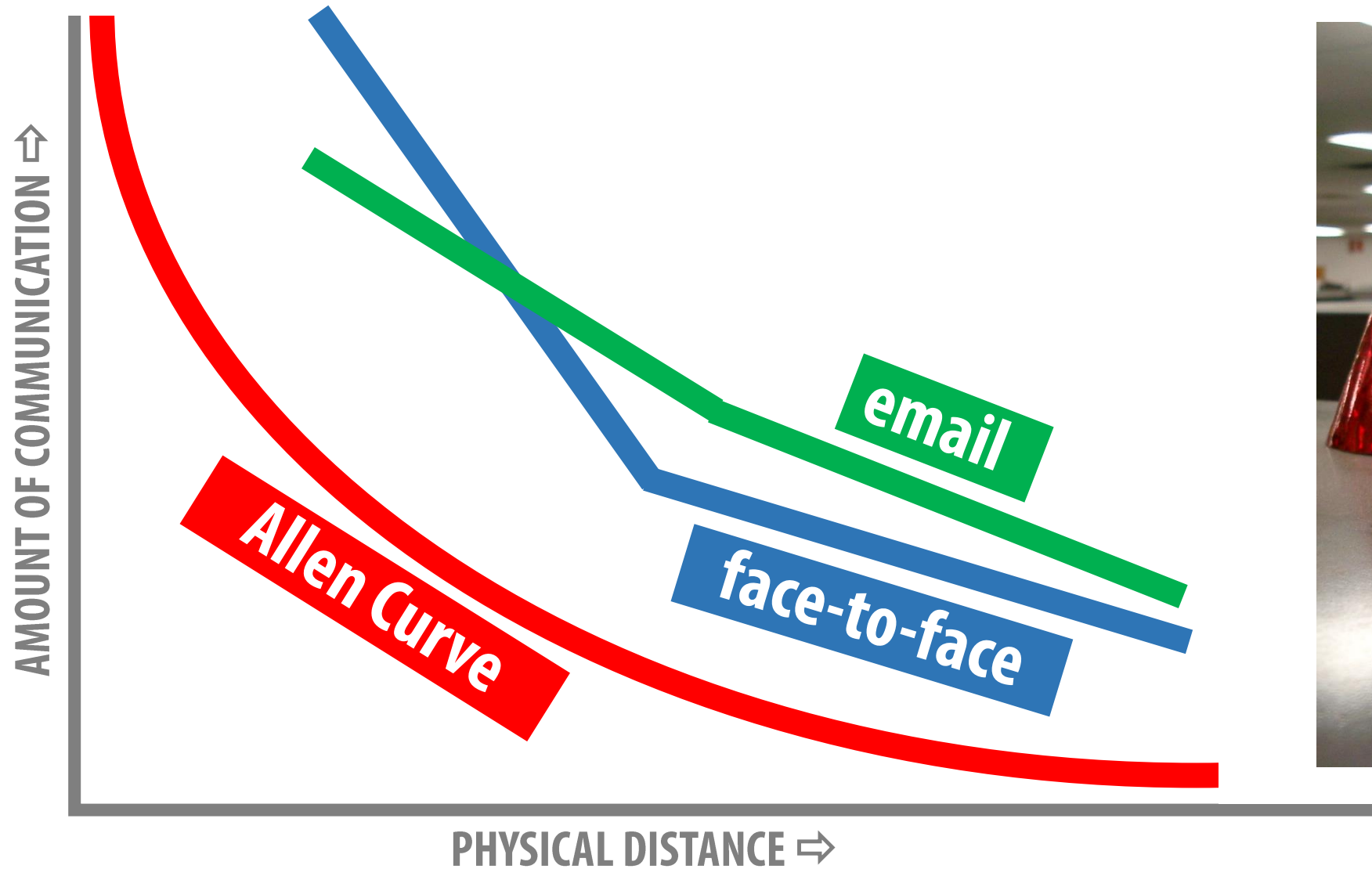


Test Fits: 3rd Floor Tower - Benching

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.



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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

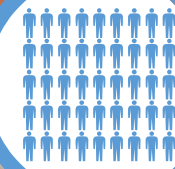
Transparency

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

A modern office lounge with a high ceiling featuring exposed wooden beams and a large silver duct. The space is furnished with white and red armchairs, small round tables, and colorful ottomans. Two people are sitting on a sofa in the background near a bookshelf. The floor is covered with a dark patterned rug. A yellow semi-transparent banner is overlaid on the left side of the image.

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



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.

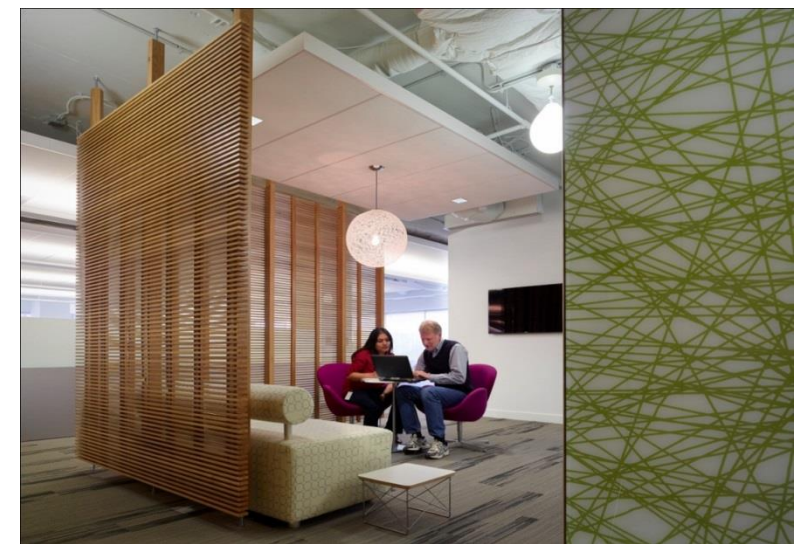
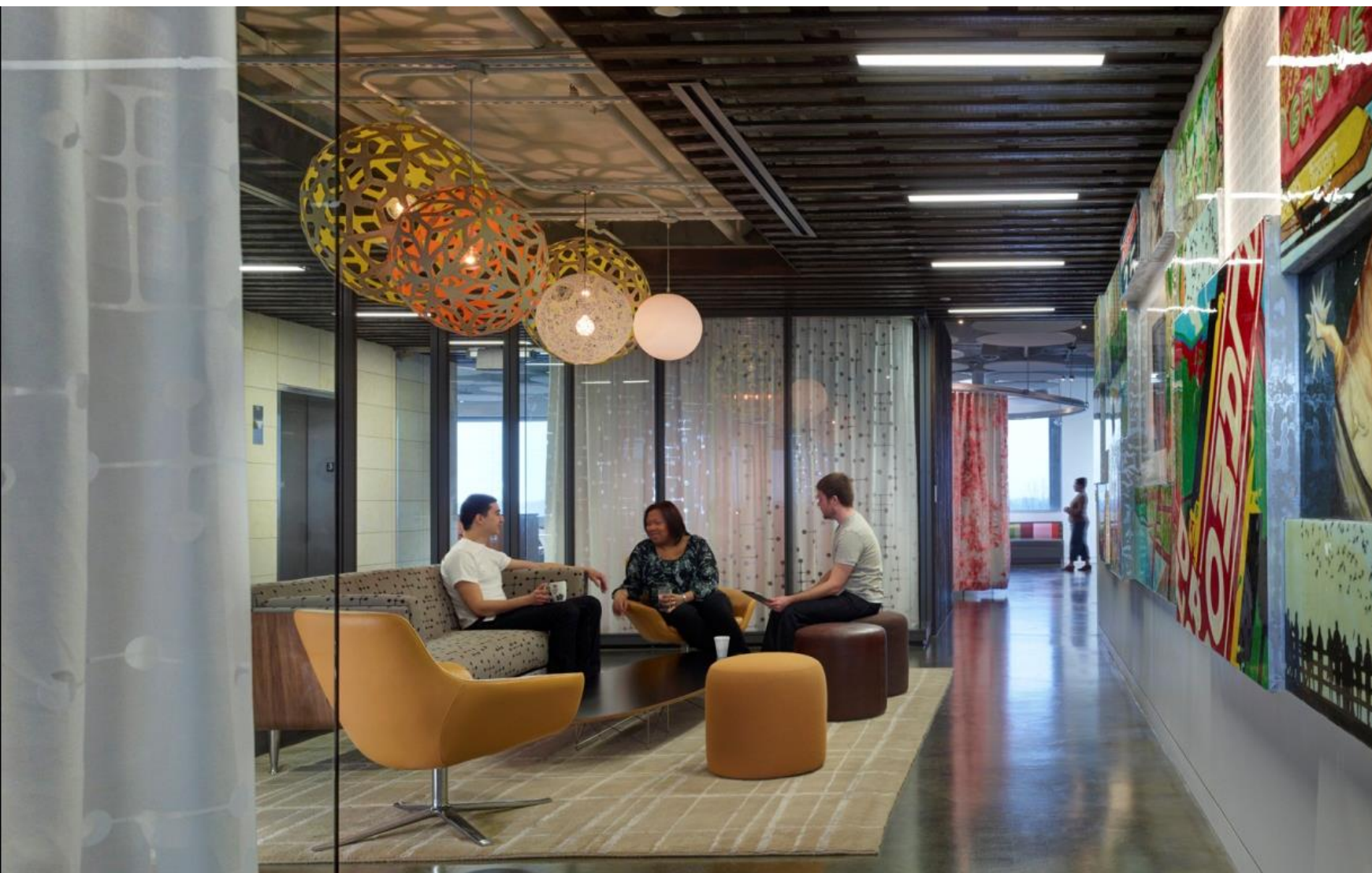
create an impressive
and effective client
experience

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

A modern office interior with people working and sitting in a lounge area. In the foreground, a man and a woman are sitting on a white sofa, engaged in conversation. The woman is wearing a green scarf. In the background, a man is sitting in a yellow armchair, working on a laptop. Further back, a group of people are sitting at a long white table, working. The office has large windows with blinds, a modern lamp, and colorful ottomans (yellow and patterned) in the foreground. A nameplate on the wall reads "CHARLES DE GAULLE CDS".

"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."

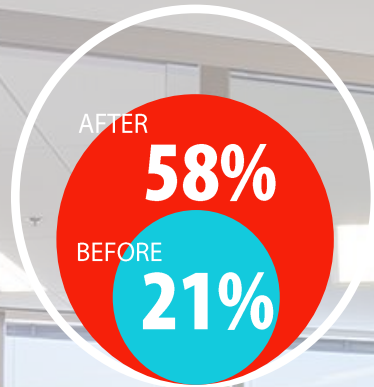
"In my 15 years of recruiting, I've never had a positive discussion about office space."

"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."

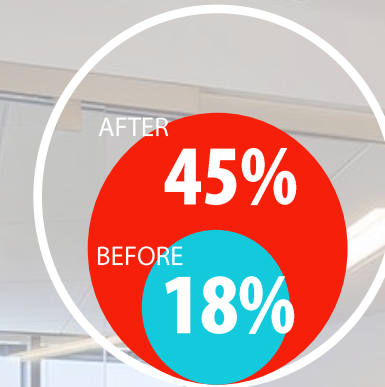
percentage of employees who said:

Aspect Software

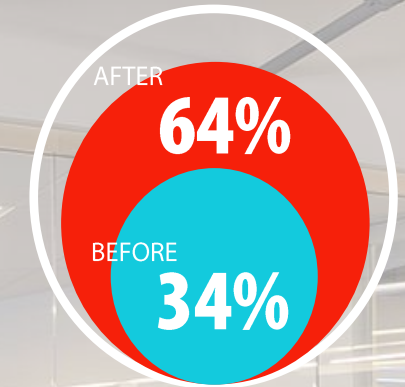
workspace was an attractive aspect of the job



workspace created a stimulating atmosphere



THEY WERE SATISFIED OVERALL WITH WORKSPACE



Hammerhead Conference Room

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

STABILITY

Denial
Avoidance
Ignoring

DOUBT

Resistance
Anxiety
Frustration

HOPE

Inquiry
Exploration
Clarity & Direction

CAPABILITY

Enthusiasm
Confidence
Satisfaction

1

Push
Leadership
ahead of the
curve

2

Assess work
style

3

Explain
changes to all
staff

4

Solicit staff
input

5

5. Prepare
staff to work
in new space

6

Prepare staff
to move

7

Gather
feedback

Communicating Transformation: It's a Process

CHANGE MANAGEMENT

Pre-Planning

1

Build a Change Team

2

Workplace Survey

3

Change Team Kick-off

4

Leadership Session

5

Internal Website Development

6

Managers Session

7



Town Hall/Brown Bag

8

Staff Tour

9



10

P R E - L E A S E

P O S T - L E A S E

MOVE

STABILITY

DOUBT

HOPE

CAPABILITY



Communicating Transformation: It's a Process



My Home > Moving By Design

Welcome Diane Govenat | My Site | My Links

smithnet Moving By Design

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 office in such a time of dynamic change. I am deeply appreciative of the contributions of Troy 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 do we encourage the intellectual interaction and synergies that underpin our best work? What proportion of our days 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

Moving By Design /

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

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Contact Us

FAQ

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 space, you'll still have plenty of personal storage space as well as an ability to lay out drawings on your desk. To see the intend of these new benched workstations as well as see a comparison of the proposed and existing stations, [take a look at this presentation from March 2](#).

The workstations are able to get a little smaller so that you have many more options to choose from when considering where and how youwork. 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 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 | Prot

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

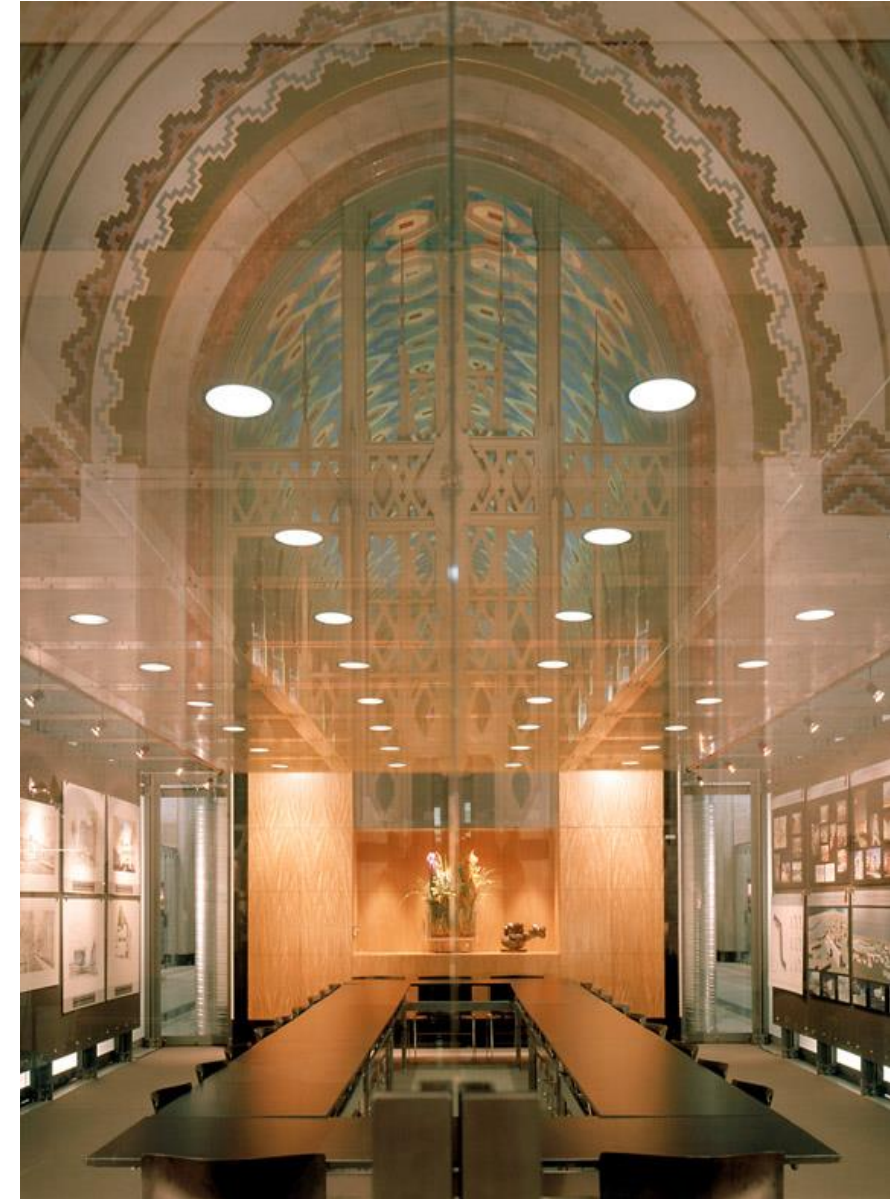
A change in the workspace often marks a shift in the company culture. Open lines of communication, transparent leadership and a workforce that feels like they're part of the discussion will go a long way toward building acceptance of changes to the workplace environment

A photograph of Chandler City Hall at night. The building is a modern, multi-story structure with a mix of concrete and glass. The entrance is brightly lit, and the name "CHANDLER CITY HALL" is visible on the facade. A yellow semi-transparent box is overlaid on the left side of the image, containing the text "BUILDINGS CAN CREATE A SENSE OF PRIDE".

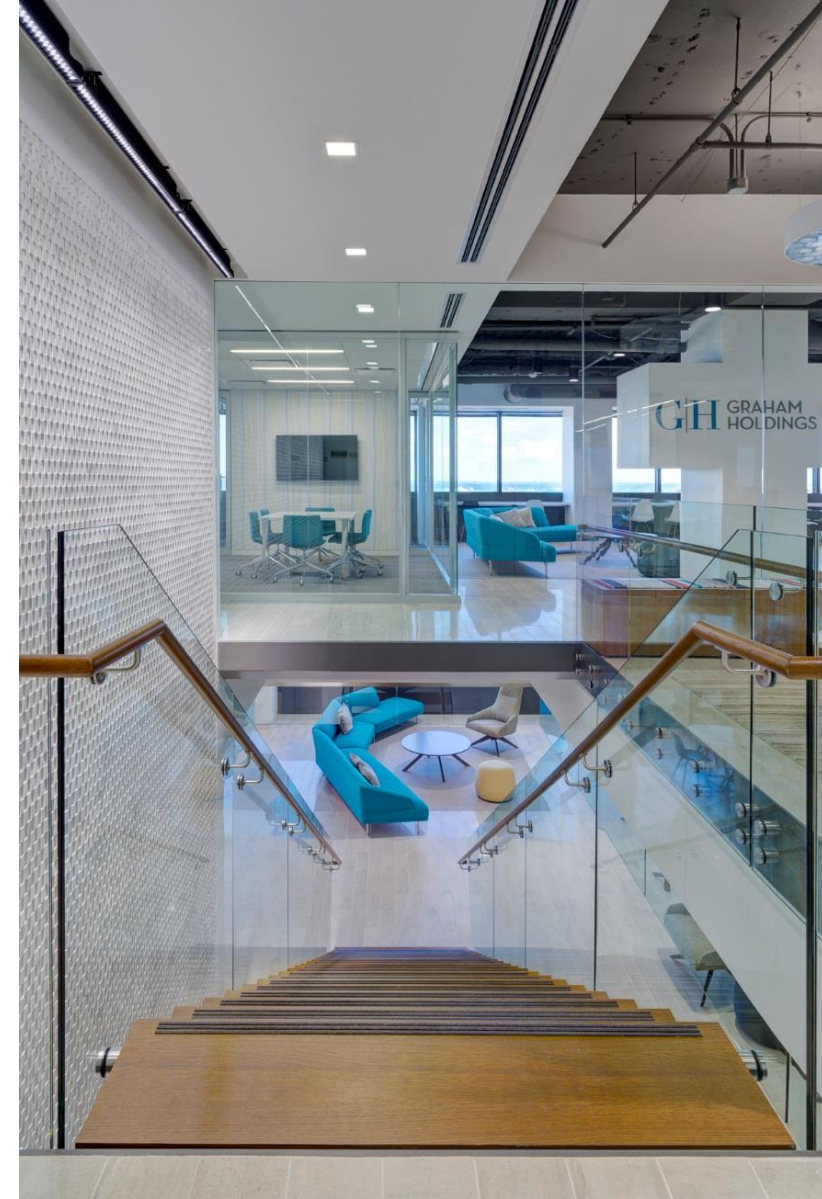
**BUILDINGS CAN
CREATE A SENSE OF
PRIDE**

CHANDLER CITY HALL

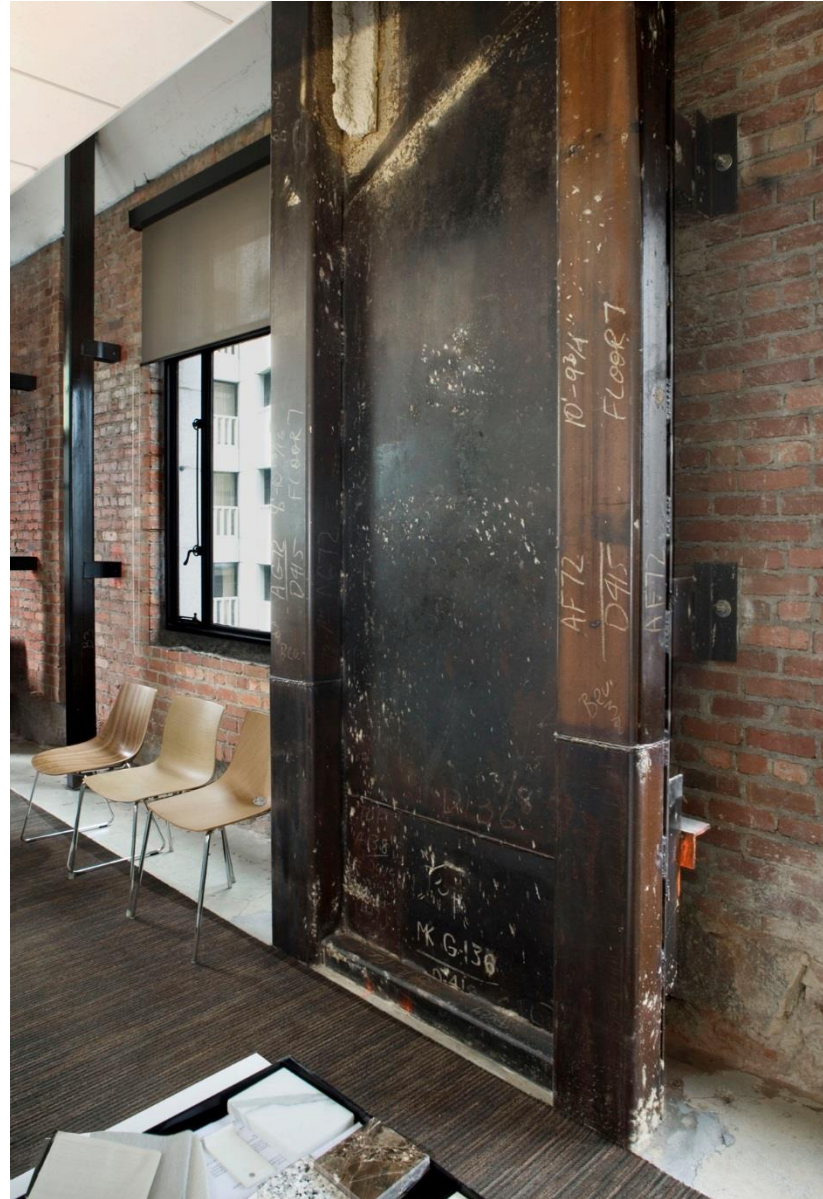
Aligning With Values & Mission



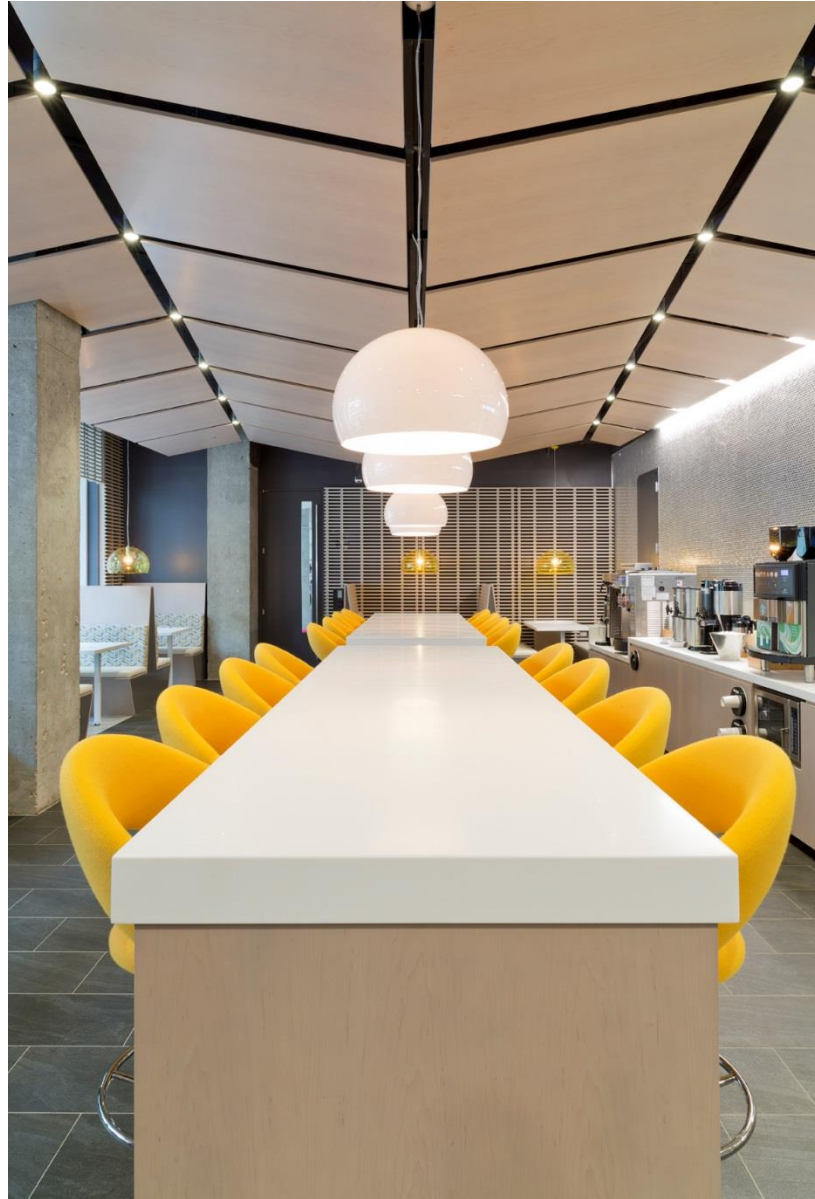
Cultural Reflection



Location, Location, Location



Organizational Celebration



The “WOW” Factor

