



Lead the Initiative for a Better Workplace Experience

With the 3 pillars of workplace decisions

As the global discussion about the future of work continues, the focus is shifting towards creating workplaces that encourage employee satisfaction, so that their offices become a space where they not only *have* to work, but *love* to work. One can argue that in today's climate, **understanding the needs of individual employees has become a business-critical need**. Arming yourself with the right decision-making tools will prepare you to transform the workplace by adapting to the needs of your workforce. Use these three pillars to guide your company's decisions.

Pillar 1: Company Goals

Align your goals with your company's objectives

It's a simple statement, but one which often goes amiss and is easier said than done.

Be aware of company growth, or new areas the company may expand into, that may require specific collaboration rooms or other types of spaces. From here you can make **informed advances towards improving the work experience of personnel** while maintaining a productive, and therefore profitable, enterprise.

Are you aware of your corporate goals?

[CoreNet Global](#) has provided some examples of corporate goals to take into account when planning changes to the workplace, such as:



Business segment growth



Cost optimization targets



Improved customer service



Increased innovation

Pillar 2: Industry Trends

Be less reactive and more pre-emptive

Proactivity not only applies to behavior within your organization, but also how you guide your company's actions on the wider playing field.

Knowing what lies beyond your company's borders is crucial if you aim to create a modern workplace. Stay afloat of actual trends and topics, and dare to engage in conversations with peers and competitors.

Are you on top of your industry's trends?

[The Workplace Leader](#) podcast has defined the following 5 shifts within large offices:



The office is becoming a place for collaborative work



Workplaces need to be rich in experience and can take learnings from the hospitality sector



Distributed workplaces will help companies adapt to talent leaving city centers



Real estate will be a differentiator in the war for talent



Office space should be co-created with employees' feedback for higher satisfaction

Sweat, tears, and supportive tools

Establishing a well-rounded work area requires a profound understanding of your real estate portfolio, its utilization, your employee's preferences and habits, and company culture. Consolidating without impacting employee experience is of the utmost importance in the modern office. Fortunately, today, there are a range of powerful tools available to help you amass knowledge,

analyze information, strategize concepts, and ultimately, turn everything into action. You've previously been introduced to two of the three pillars which will help you prepare to start making moves. The final pillar establishes the importance of **finding the right KPIs by having the correct data to derive them.**

Pillar 3: KPIs

Tap into the true power of data

There is more information available out there that can make your job easier and your mission more valuable than you'd think. However, some work is required in understanding the measurements, metrics, and kind of information you really need to succeed. Tapping into the power of data means more than collecting all the numbers, metrics, analytics and insights you can: it's about having the *right* data in place.

What kind of information can help you make the most powerful statements about your office space? Which particular sharing ratios, utilization rates, and desk-to-employee density will provide answers, remove bottlenecks, and lead to employee satisfaction? First, figure out the most important metrics to support your narrative and mission, and then select your tools and technology accordingly.



Given the rise of remote working, we may see some firms moving towards having one smaller central office and more flexible workers.

—Ryan Barnett, Economic Policy Advisor, IPSE

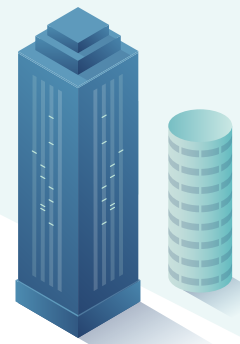


TIP

Learn more about the different kinds of [methodologies used to surface workplace data](#) and seek to identify the one that suits your needs the best. Which one is it?

Scenario: How to Improve Workplace Experience and Mean It

Why one-size-fits-all doesn't work when investing in future-proof environments



1

Pillar 1 – Your company's goals
Improve employee experience and satisfaction

2

Pillar 2 – Industry trends
Shift from service provider to workplace strategist

3

Pillar 3 – KPI
Neighborhood size, zone effectiveness, number of workplace types, sharing ratio

The challenge of thinking global and acting local

Improving employee experience has become a big buzz topic nowadays, but most of the attention surrounding it is just that: buzz. When it comes to actually implementing actions which improve worker satisfaction, many companies would secretly admit that they are poking blindly in the dark. However, this hasn't prevented "upping employee experience" from climbing the list of corporate objectives. The final value is clear to leaders; the way to get there—less so.

The introduction of new workplace concepts such as hotdesks and activity-based working (ABW) areas have been on the rise. However, when executing these concepts, companies will often run the concept as a pilot at headquarters or a single office, and, if successfully tested, will begin to rollout the changes to more offices.

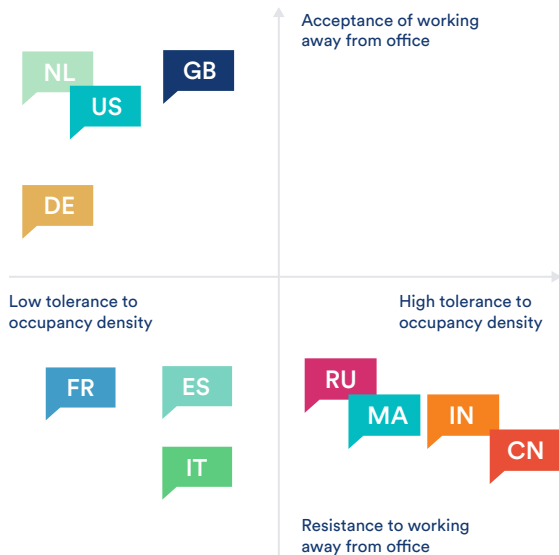
Approaches like these **rarely consider the influence of individual office cultures and diverse needs in different areas**. Many companies have set themselves up for failure in their efforts to replicate their workplace blueprints with little or no adaptations to unique needs. Common traps include, for example, the elimination of single offices, or the increase of desk density to one common ratio between all offices.

The end result of what should be a workplace experience tailored to the employee's needs is that it only serves the premise of a particular group. As a consequence, these implementations are highly likely to be rejected on the larger scale—a missed opportunity to increase company productivity, talent attraction, and employee well-being.

Localization: more than just a different accent

Executing a well thought workplace strategy is about fully **understanding individual needs**. A [workplace experience study from Leesman](#) found that "workplaces must support the multitude of activities that are applicable to the number of differing roles located there", meaning that each office will have unique requirements.

In times when flexible work and corporate agility are trending buzzwords redefining workplace culture, one can forget that **these terms can take on different meanings based on offices and regions**. Expectations for metrics like office occupancy, employee engagement and meeting room utilization can vary greatly across companies.



Source: Cultural Code. In: 360° Magazine by Steelcase, p. 108.

[A study done by Steelcase](#) exemplified how tolerance for occupancy density and level of acceptance to working away from the office can differ drastically based on country culture.

Though the needs may not be so divided within a single country, there will undoubtedly be gaps based on factors like area, team demographics, management styles and overall workplace culture.

In this scenario, the key to a truly future-proof office calls for a great diversity of workplace setups, all carefully established through a robust process of understanding work practices and behaviors.

In addition to the above, refer to the following 3 steps to help you identify key differences to be mindful of when rolling out your upcoming global workplace concept.

1 Involve local stakeholders.

Actively involve stakeholders of every office into the planning and implementation process. As a workplace experience leader, it is important to lead the discussion and ask questions such as:

- How much time do colleagues in your building want to work remotely?
- What is the sharing ratio or office density on your site?

2 Turn to data for quantitative insight into your company's working patterns.

Utilization data can help you understand work patterns in order to identify where it is necessary to adapt your workplace strategy.

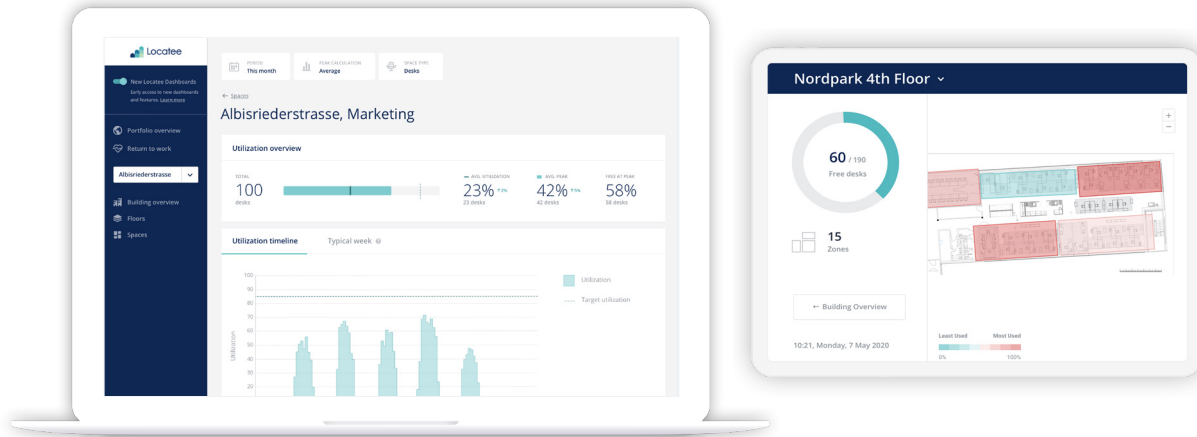
- What information about foot traffic patterns can be derived?
- What does weekly or monthly office utilization look like?
- Are there frequent outliers or shortages?
- Is the available workspace types such as desks, meeting rooms, and phone booths offered onsite adequate or is there a lack?

3 Turn insight into action.

Having data and direct information from local instances at hand, compare and combine them. Do the actual patterns reflect what stakeholders report? Can you teach local stakeholders more accurate insights about the work behavior of their workforce? On the flip side, **don't be afraid of being challenged**. If something doesn't add up, it's worth investigating further. Use the combination of quantitative and qualitative data to inform key stakeholders. With that said, you'll be well on your way to managing and mastering your workplace experience strategy, and increasing employee satisfaction.

An End-to-End Solution for Workplace Analytics

Locatee Analytics and Smart Signage



Scalable

Locatee works uses existing Ethernet and Wi-Fi infrastructure making it quick and easy to scale globally, without the need to install, maintain or purchase new hardware.



Secure

Locatee is a non-intrusive and GDPR-compliant solution. To provide maximum data protection to employees, all data are anonymized on the customer premises.



Ongoing insights

Locatee provides live and historical data on an interactive and customizable dashboard to help you manage your corporate real estate portfolio in a rapidly-changing world of work.



A better workplace experience

Locatee also helps employees and visitors spend less time looking for spaces to meet, collaborate and work with features such as the Smart Signage solution for tablets.

« We were able to plan a new office building in Geneva according to the actual utilization and the identified space needs of the employees to increase their productivity and happiness, as well as to optimize the footprint.»

Peter Fehlmann

Head of Logistics and Facilities Management Switzerland, Ernst & Young

Locatee is the leading workplace analytics solution that transforms complex data into space utilization insights.

Want to learn more about how Locatee can help optimize your office and reduce costs?

We look forward to hearing from you.

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