

“SPACE AT WORK”

DATA, EVIDENCE & TRENDS

BY GITTE ANDERSEN - SIGNAL

GLOBAL HEAD OF WORKSPACE MANAGEMENT & DESIGN

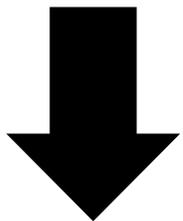
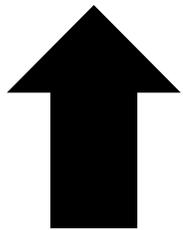
WWW.SIGNAL-ARKI.DK

SPACE - A TOOL TO BETTER PERFORMANCE

SIGNAL

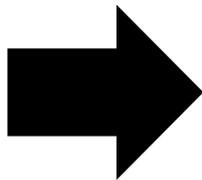
TOP MARGIN

Spaces that make people perform better and as a result thereof, creates an improved bottom line



SMART M²

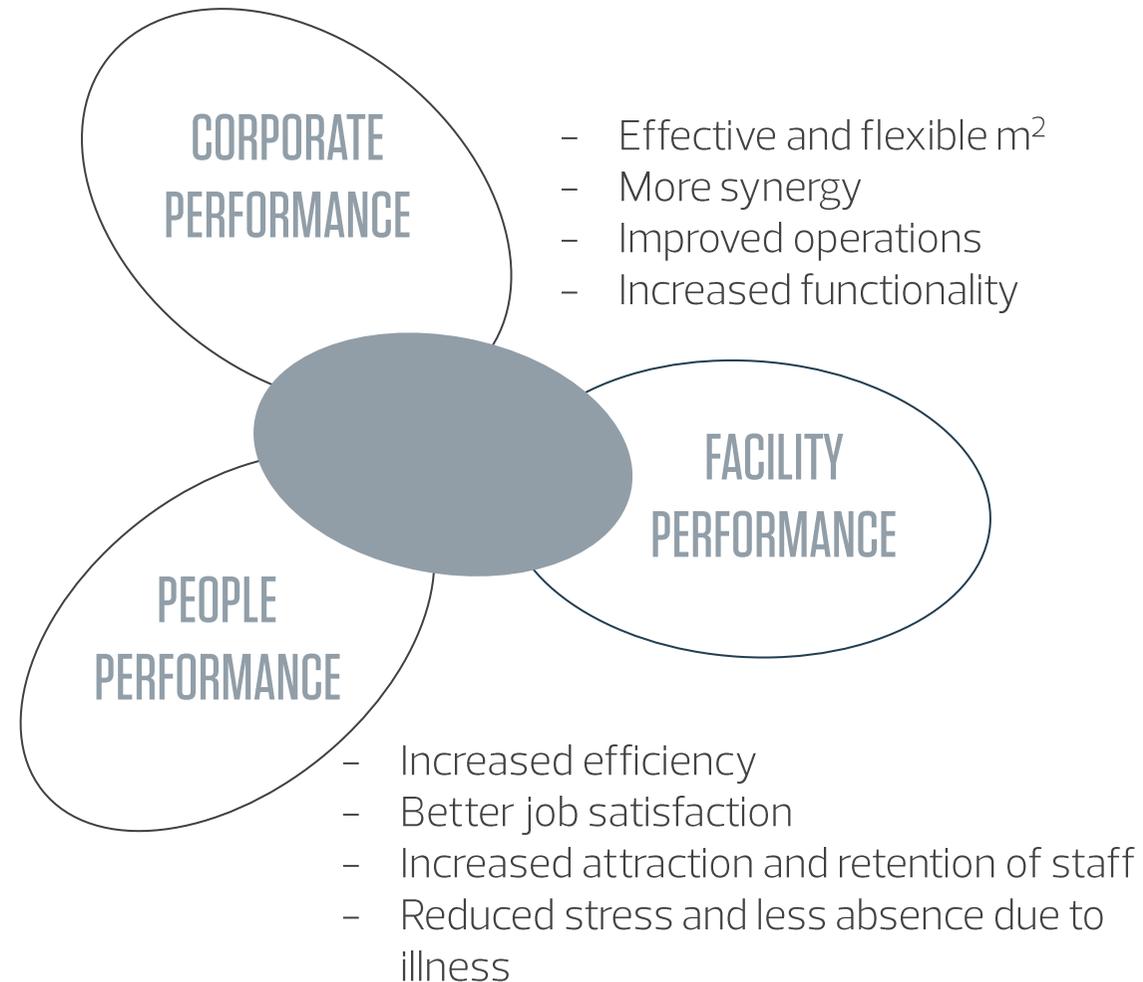
Co-thinking of Corporate, People and Facility performance



BOTTOM LINE

Optimizes the overall m² usage and as a result thereof improves the operating costs

- Increased productivity
- Increased interdisciplinary collaboration
- Increased knowledge sharing
- Shorter response time



SIGNAL BENCHMARK - EVIDENCE & DATA THROUGH 16 YEARS SIGNAL

Survey



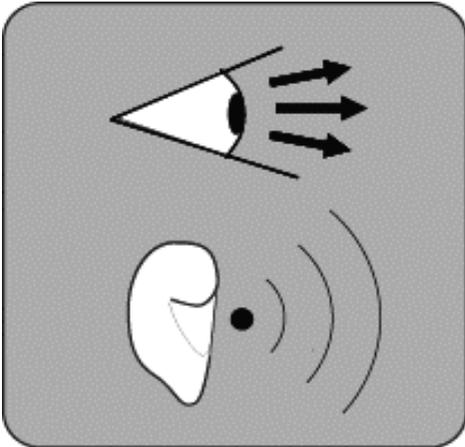
Interviews



Desk Research



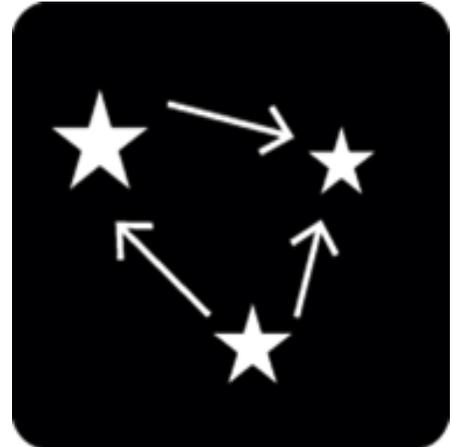
Observations



Workshops



Network Analysis



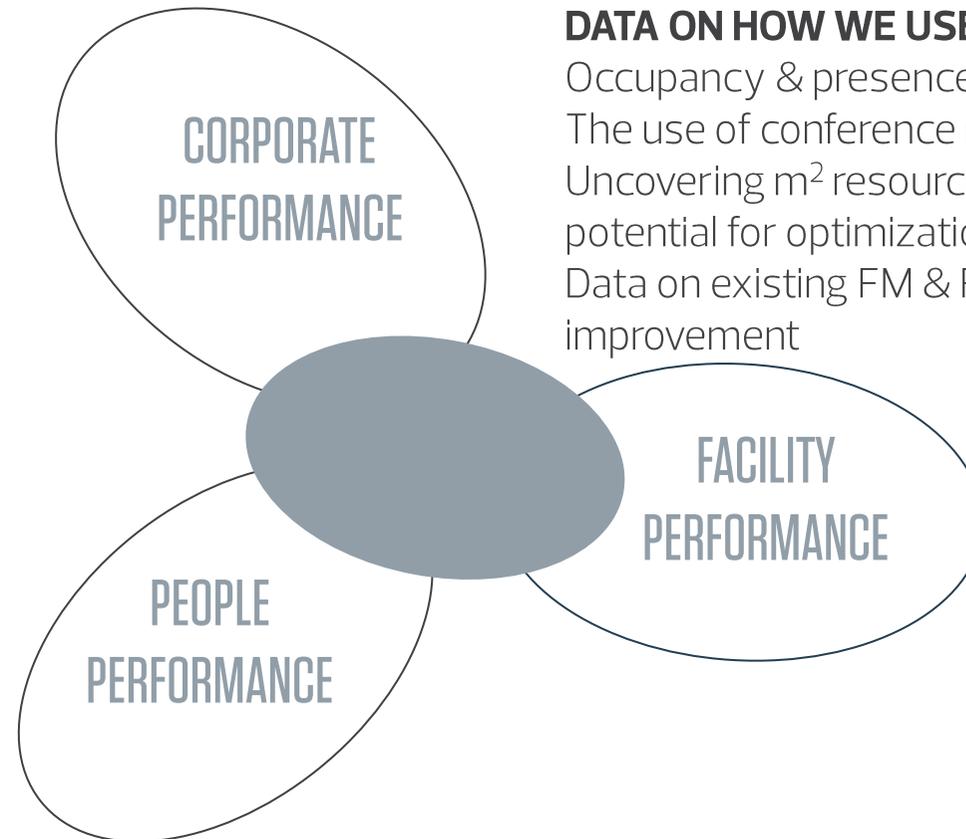
WORKSPACE MANAGEMENT

SIGNAL

DATA AS A PREREQUISITE FOR BETTER PERFORMANCE – COLLECTED DURING 16 YEARS

DATA ON TOP MANAGEMENT'S FUTURE CRITERIAS FOR SUCCESS

KPI, performance metrics and setting measurable goals and ambitions for the results



DATA ON HOW WE USE OUR M²

Occupancy & presence at workstation
The use of conference rooms throughout the day
Uncovering m² resources throughout a day – potential for optimization
Data on existing FM & FS – and potential for improvement

DATA ON THE USER / CUSTOMER EXPERIENCE

Data on the experienced quality on how space support work processes
Data on employee engagement scores / Sickness rates / Employee retention rates
Data on group characteristics on how we work
Data on end user experience / end user touchpoints satisfaction



WE WRITE BOOKS ABOUT IT

SIGNAL



Looking into global evidence on space & performance, and into SIGNAL benchmark & evidence during 16 years.
Just published in English



KLOGE M2 udkommer apri 2017

DATA DATA DATA

WHAT DO WE KNOW ABOUT SPACE & PERFORMANCE?



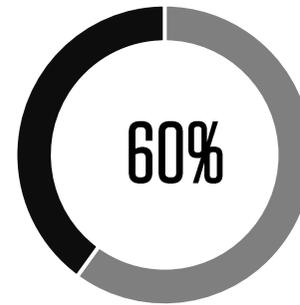
- **Optimization of m²**
- **Productivity, efficiency and increased performance**
 - **75 % of top executives** thinks that there is a need to **simplify work processes**.
Technology and globalization have created employees who are overwhelmed with information.
- **Employee satisfaction**
 - **50 % of top executives** thinks that the **biggest challenge right now is to create meaningful tasks** with high commitment and job fit.

WHAT DO THE EMPLOYEES SAY ABOUT THEIR WORKPLACE?

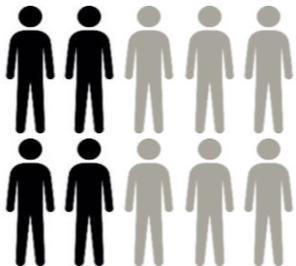
SIGNAL



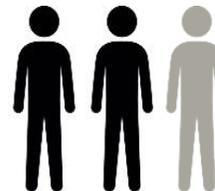
Only **50 %** of the employees are proud to show their workplace.
Only **45 %** think that their workplace reflects the company's values.



60 % consider good colleagues as an important criterion for a creative workplace.



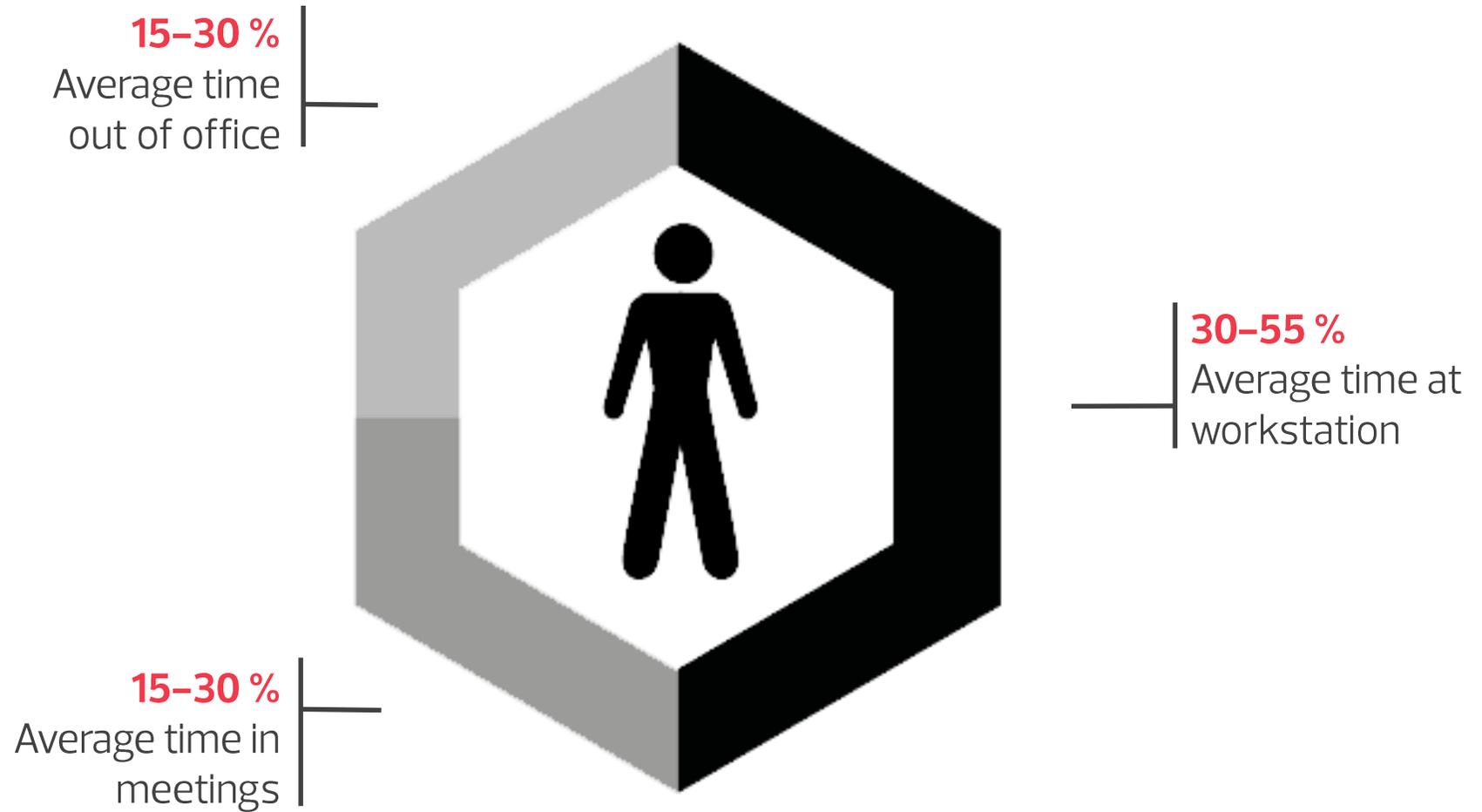
Almost **6 out of 10** think that inspiring surroundings are important to live up to their full potential.



Only **1 out of 3** thinks that their workspace inspire them to perform better.

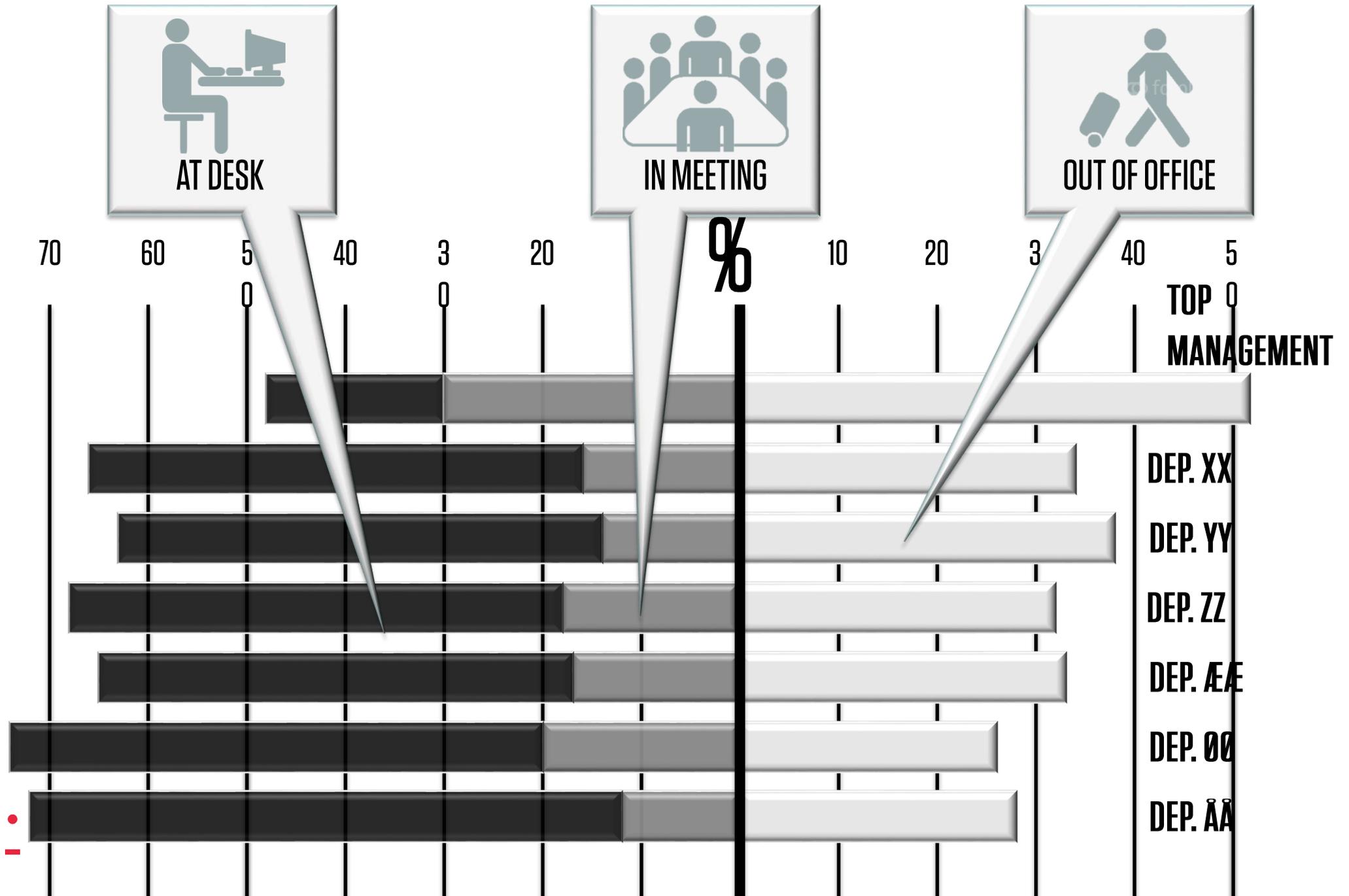
HOW DO WE WORK – ALONE OR TOGETHER?

SIGNAL



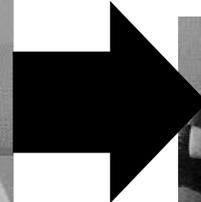
WE KNOW HOW WE WORK

SIGNAL



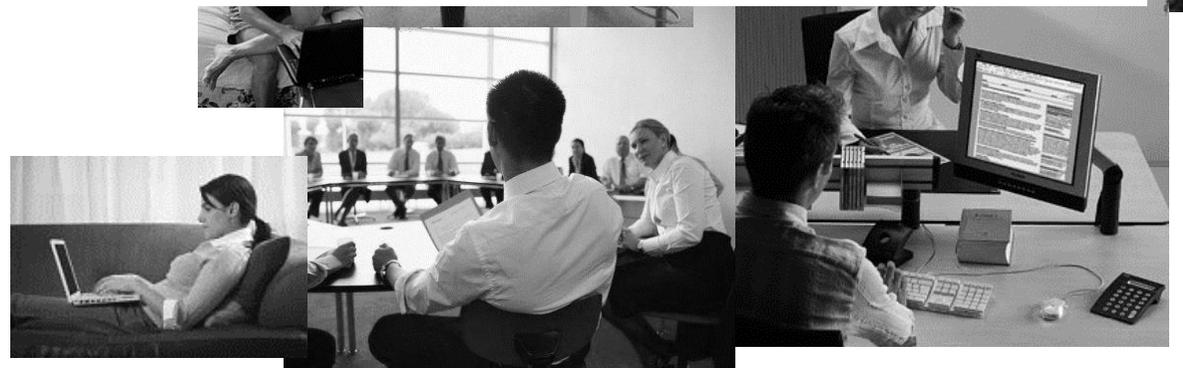
OUR PERCEPTION OF WORK IS CHANGING

SIGNAL



From work as a place

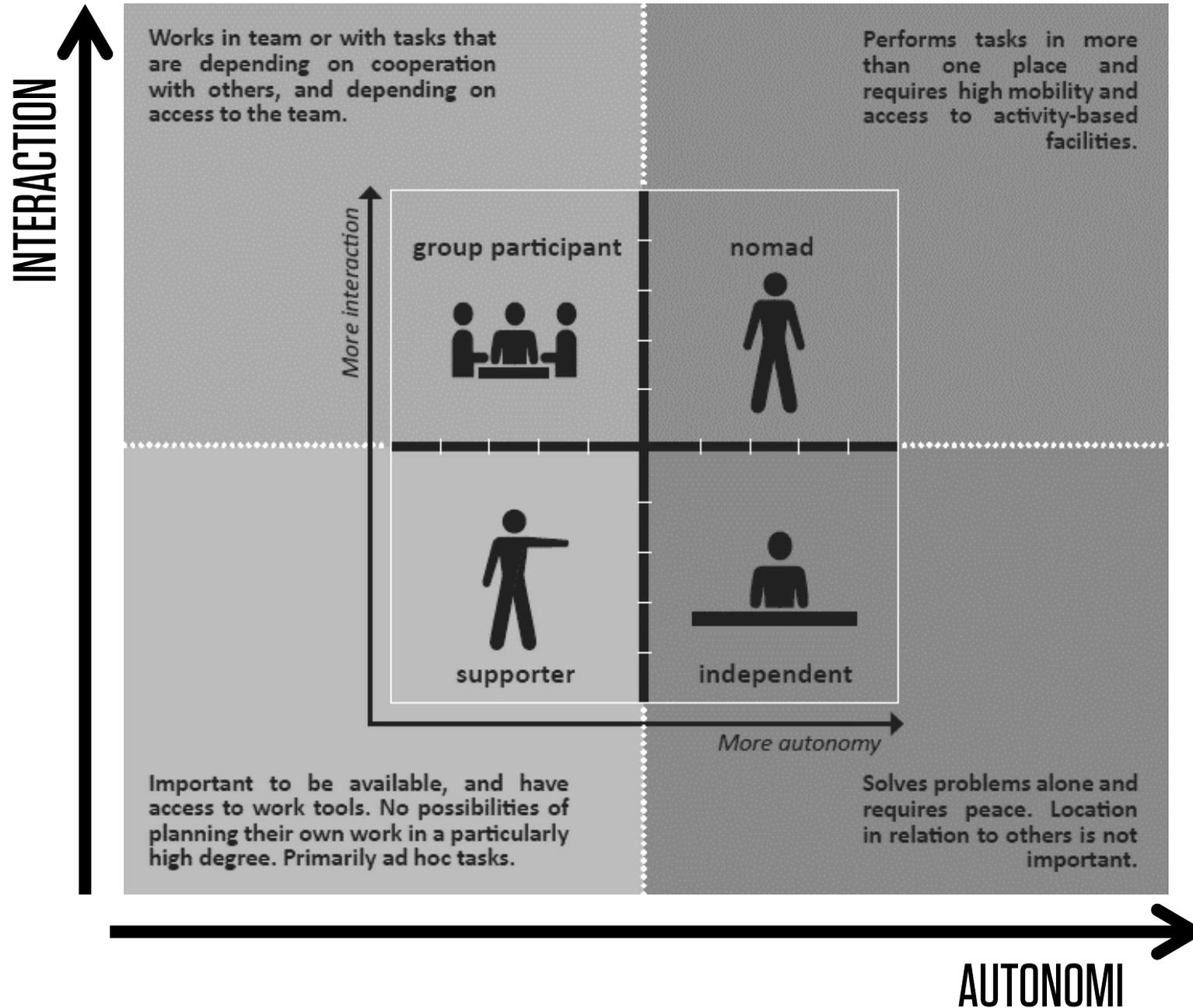
To work as an activity



ROLES & ARCHETYPES

SIGNAL

WE ARE A
COMBINATION
OF THEM ALL

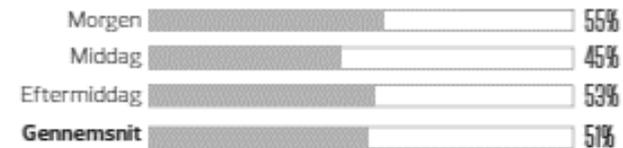


USE OF M² DURING THE DAY

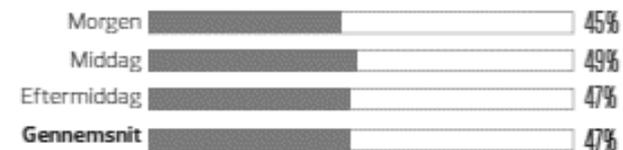
SIGNAL

RUMOBSERVATIONER 1. ETAGE

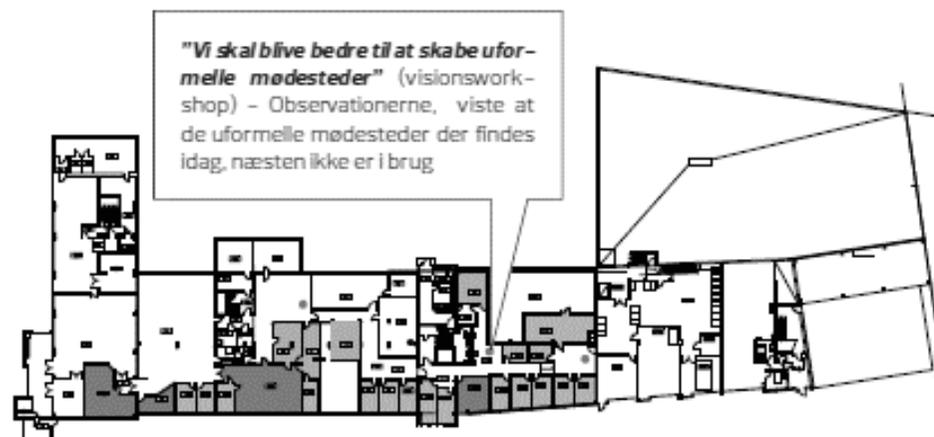
KONTORER 1-2 PERSONER (BRUG AF ARBEJDSSTATIONER)



ÅBNE KONTORER OVER 2 PERSONER (BRUG AF ARBEJDSSTATIONER)

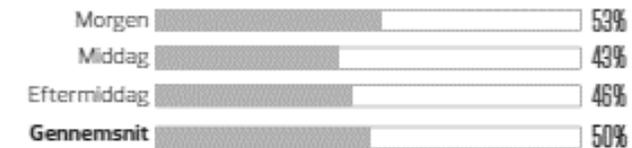


MØDE/VIDEOKONFERENCERUM (BRUG AF RUM)

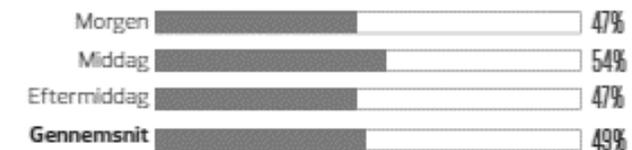


RUMOBSERVATIONER 2. ETAGE

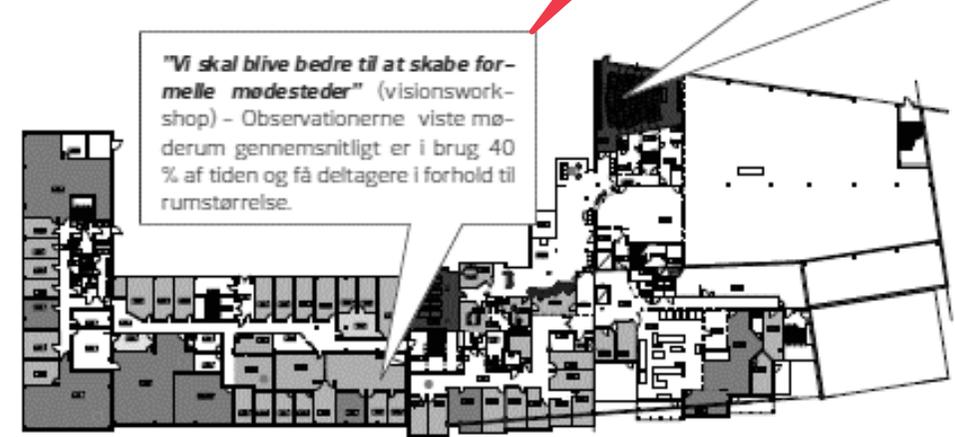
KONTORER 1-2 PERSONER (BRUG AF ARBEJDSSTATIONER)



ÅBNE KONTORER OVER 2 PERSONER (BRUG AF ARBEJDSSTATIONER)



MØDE/VIDEOKONFERENCERUM (BRUG AF RUM)



50 %
of the
M² are
empty

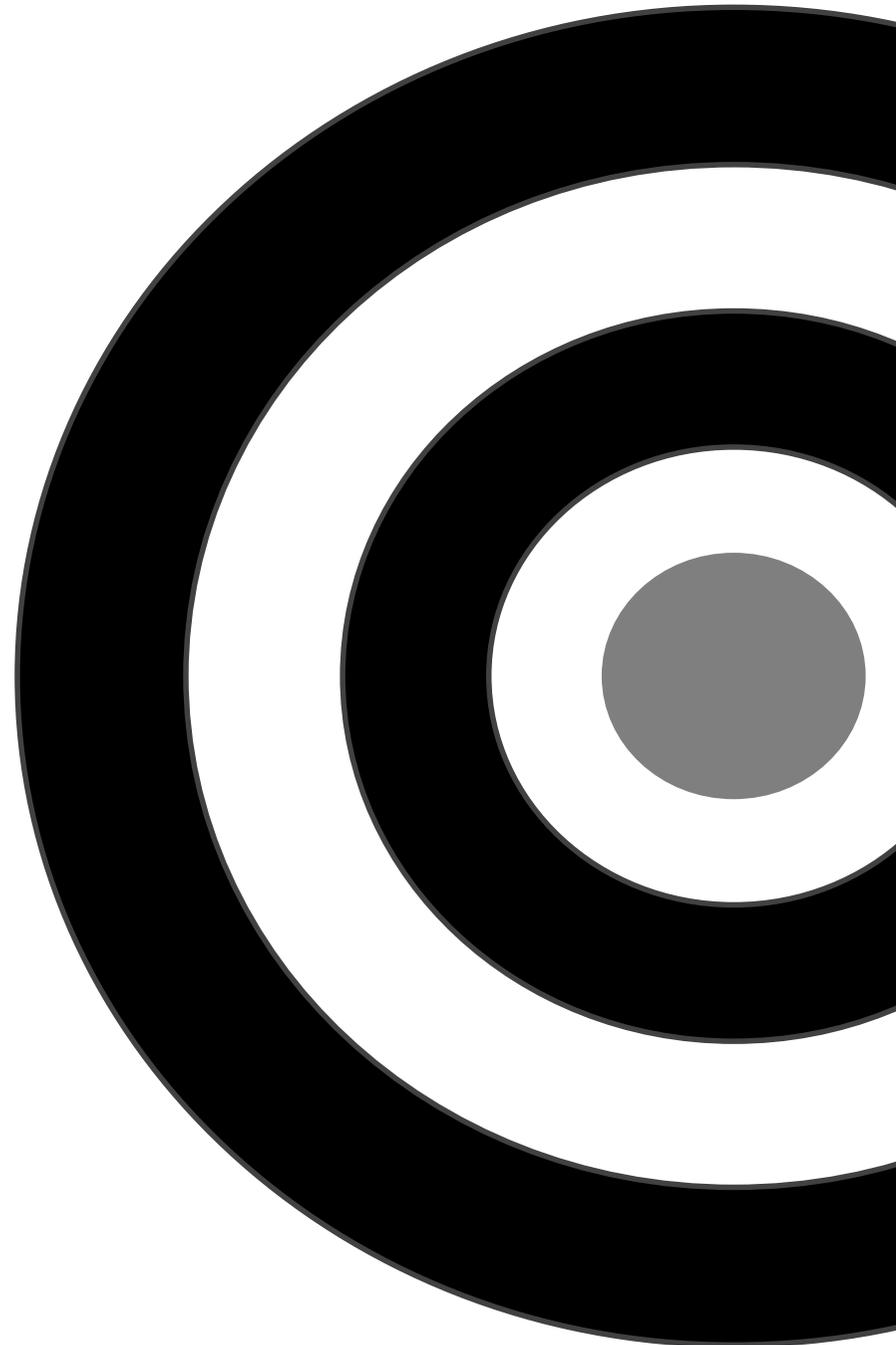
MENTAL REBUILD®

WORK SPACE IN A SHARED ECONOMY

SIGNAL

Up to 35 % better performance in the same m² only by challenging behavior – WITHOUT rebuilding or moving walls

More is not always better!
It is more important to have access to facilities when we have the need, than owning them 24 hours a day.



"Collaboration is employees communicating and working together, building on each others' ideas to produce something new or do something differently."

When employees collaborate they work:

15 % faster, on average

73 % better, quality

60 % more innovative

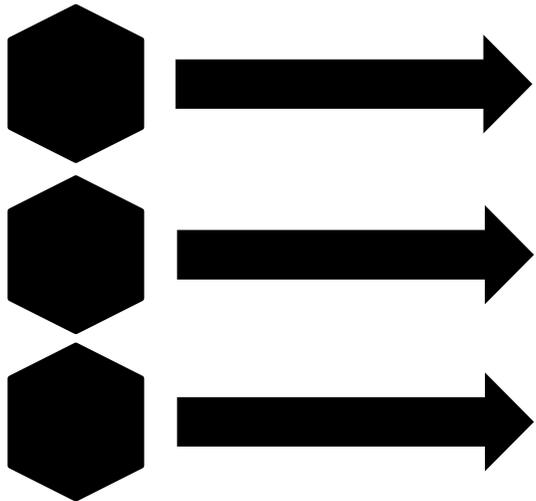
56 % are more satisfied

Could space have anything to do with this?

Businesses with a collaborative strategy are twice as likely to outgrow their competitors and they are more likely to improve their profit!

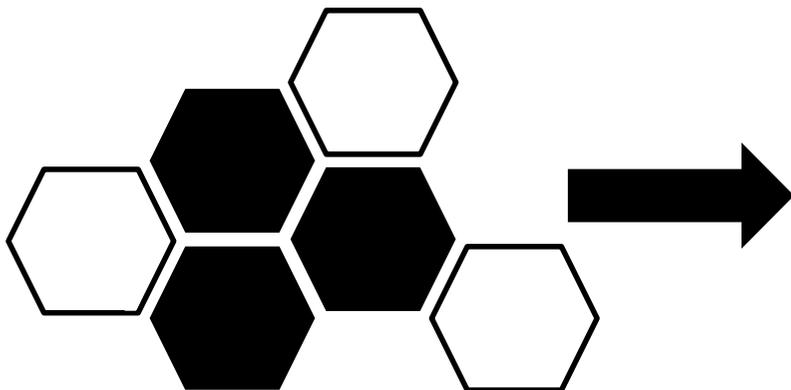
ANALYSIS OF COOPERATION & WORKPLACE DESIGN

SIGNAL



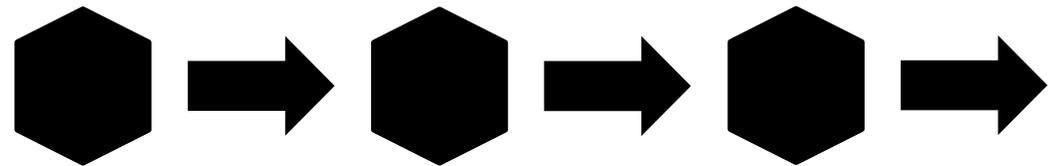
Sequential Cooperation

The first part of the process is dependent on the previous sub-process. Some activities must be carried out before others. They often take place in more dynamic environments with a need for continuous adaptation to new conditions.



Aggregated Cooperation

Each sub-process takes place isolated from other sub-processes but contributes to the other sub-processes for the organizational output. They often take place in stable and repetitive environments.



Mutual Cooperation

Here and now sub-processes are interdependent. Coordination takes place in the action and often in environments that are unpredictable.

COLLABORATION & USE OF M²

SIGNAL

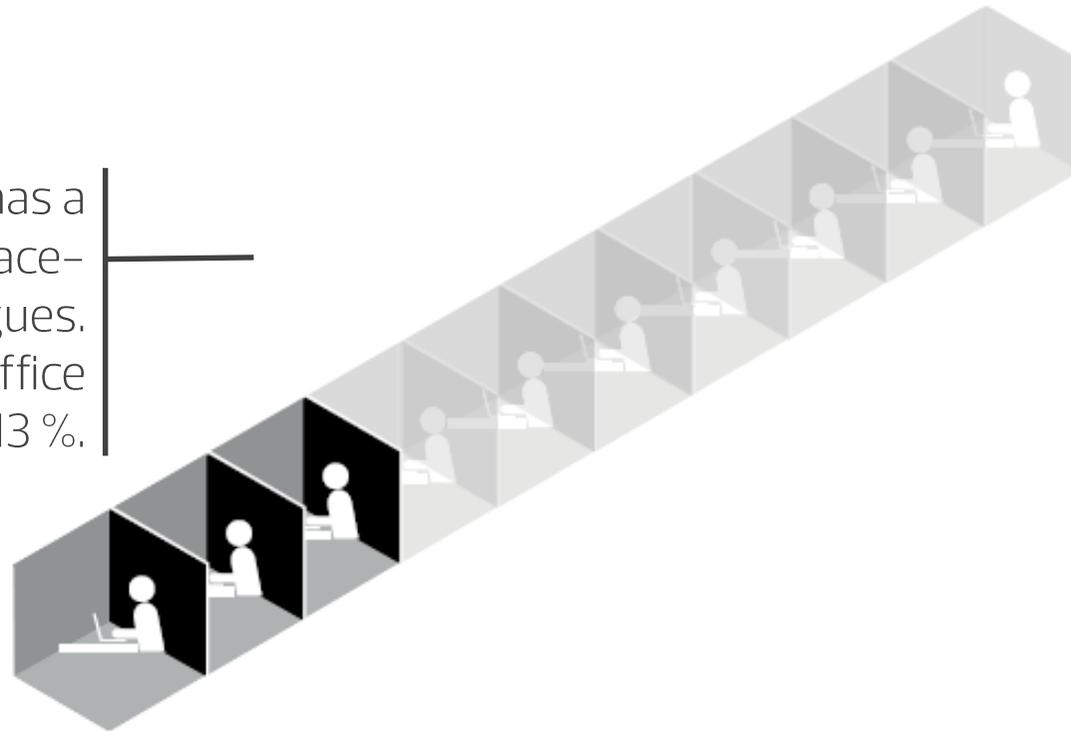


When people collaborate they use less M²

SPACE DESIGN & FACE TO FACE DIALOG WITH COLLEAGUES

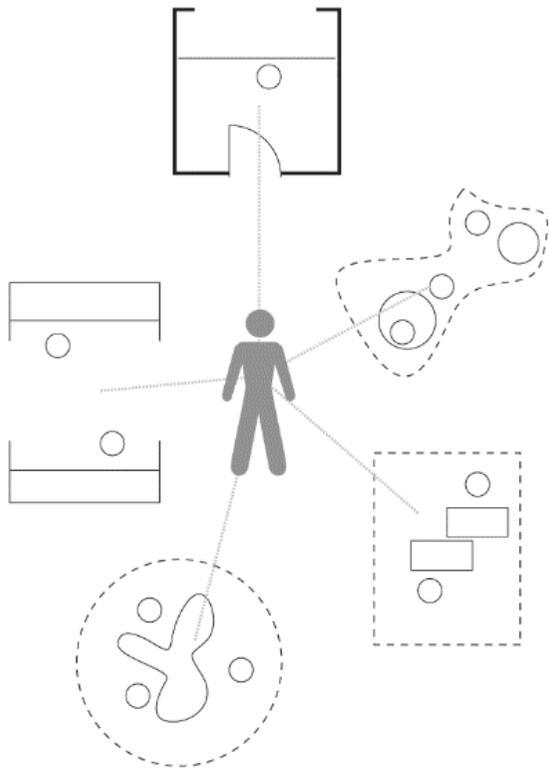
SIGNAL

26 % of the people who has a private office, has no face to face-dialog with other colleagues. For people who shares the office with others, the number is 13 %.

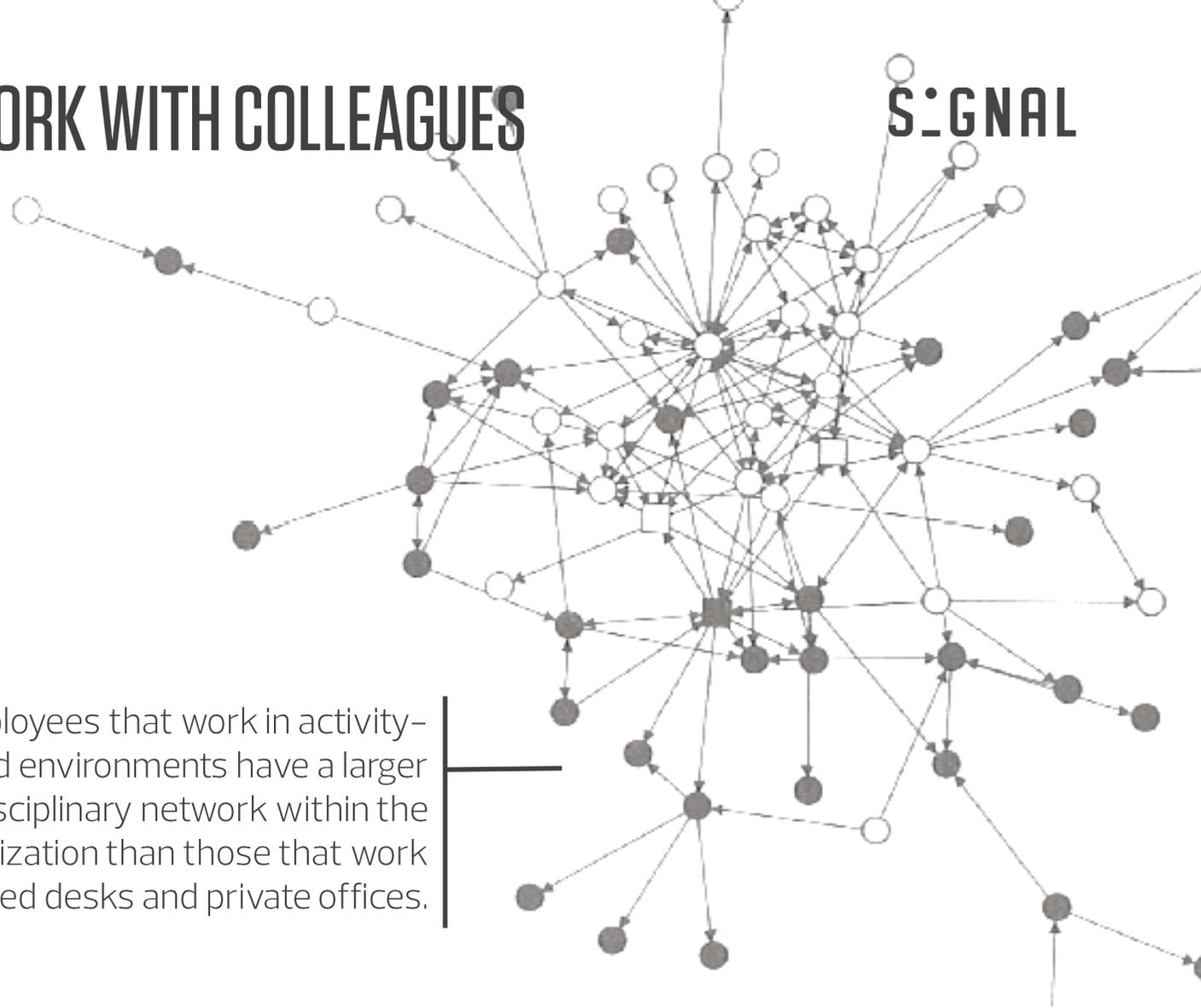


SPACE DESIGN & NETWORK WITH COLLEAGUES

SIGNAL



Employees that work in activity-based environments have a larger multidisciplinary network within the organization than those that work from fixed desks and private offices.

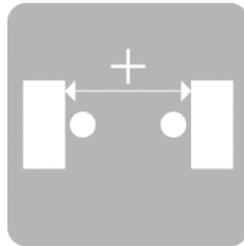


KNOWLEDGE SHARING & SOCIAL RELATIONS

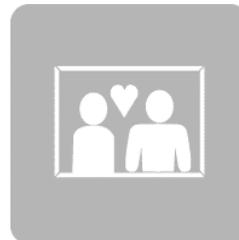
SIGNAL



We mainly share knowledge with those who we have the best social relationship.



With distances over 50 meters the knowledge sharing falls dramatically.



The more time we spend together, the more sympathy we have for each other.

WHO DO WE PREFER TO SHARE KNOWLEDGE WITH?

SIGNAL

	Inkompetent	Competent
Sympathetic	The incompetent Sympathetic	The competent Sympathetic
Insympathetic	The incompetent fools	The competent fools

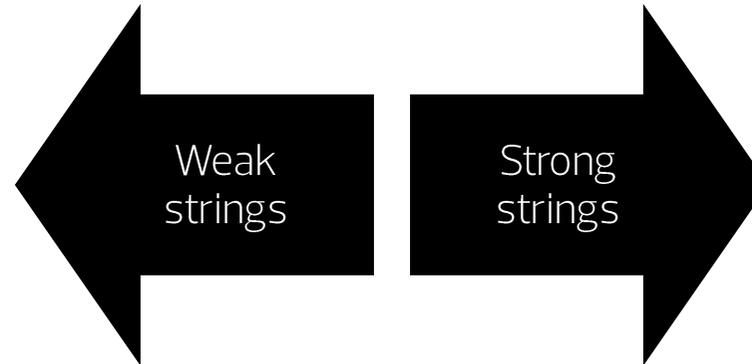
Casciaro og Lobo (2005: 95)

- 1. The competent sympathetic**
- 2. The incompetent sympathetic**
- 3. The competent fool**
- 4. The incompetent fool**

INCIDENTS & STRONG VS. WEAK STRINGS

SIGNAL

The knowledge that strong and weak strings provide access to is very different.
(Levin & Cross 2004)



New knowledge

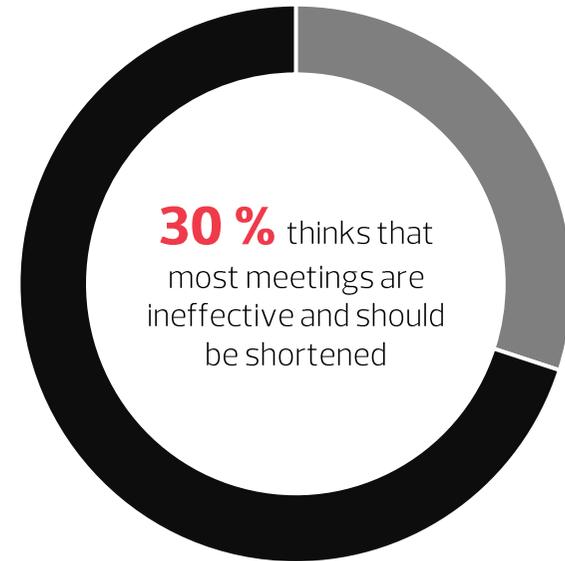
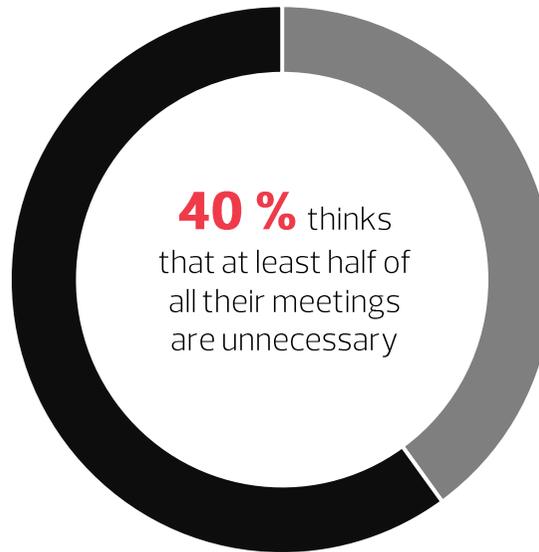
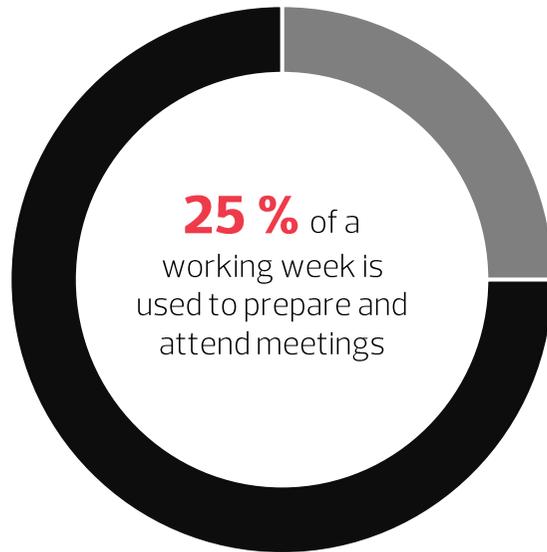
In a classic study Granovetter (1973) documents that the weak strings to a greater extent provide access to new knowledge than the strong strings.

Social needs and secureness

The strong strings support employees emotionally by giving them a sense of belonging to a social community.

TIME SPENT ON MEETINGS

SIGNAL



Over a period of 10 years it adds up to **2 whole years** that we spend on meetings



The time we spend in meetings is drastically reduced if we are having meetings in ad hoc based meeting areas that don't have to be booked in advance

8 EMPLOYEE TRENDS

8 EMPLOYEE TRENDS

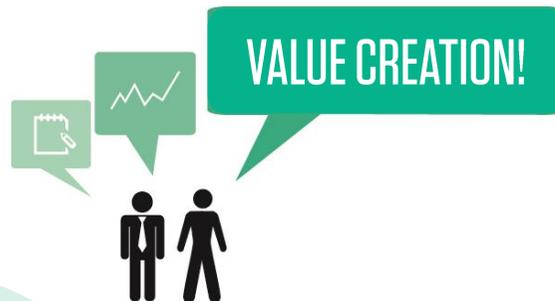
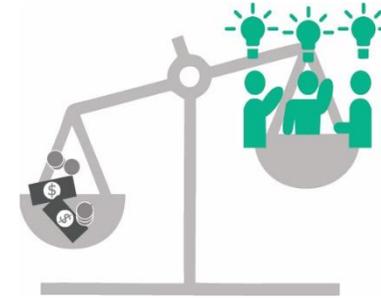
SIGNAL

SEARCH FOR MEANING

The focus has shifted from wages, benefits and working titles towards meaning.

TO BE A **MEANINGFUL CONTRIBUTOR TO SOCIETY**

HAS BECOME A KEY FACTOR FOR THE ATTRACTIVE WORKPLACE.



FROM TASK TO MISSION

Both employees and managers focus more on value creation and results than where, when and how the work is done.

THE INCREASED FOCUS ON **VALUE CREATION** MARKS A CENTRAL CHANGE OF WORK LIFE.

CULTURAL SIGNIFICANCE

PEOPLE TEND TO LOOK FOR COMPANIES WITH A **STRONG COMMUNITY** AND A **CULTURE** THAT THEY CAN IDENTIFY THEMSELVES WITH.



TWO-WAY FLEXIBILITY

Flexible working hours and constant online.

PEOPLE EXPECT **FLEXIBILITY** ON THEIR OWN TERMS.

8 EMPLOYEE TRENDS

SIGNAL

DO-CRAZY

EMPLOYEES TAKE MORE **INDIVIDUAL RESPONSIBILITY** TO SOLVE PROBLEMS AND ACHIEVING RESULTS.



CHANGE & LUCK

COMPANIES TRY TO **PROMOTE AD HOC CHANGE MEETINGS** WITH PEOPLE WITH DIFFERENT SKILLS, HOPING **TO CREATE INNOVATIVE IDEAS.**

THE CREATIVE WORKSPACE

No more controlling of employees at a physical workplace.

THE NEW CREATIVE WORKSPACE MUST PRIMARILY **OPTIMIZE THE INNOVATIVE EXCHANGE OF IDEAS** BETWEEN EMPLOYEES AND THUS CREATE VALUE.



CONSUMERISM

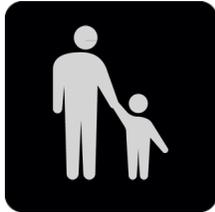
THE WORKPLACE MUST BE ADAPTED TO **INDIVIDUAL NEEDS** WHERE **PERSONAL PREFERENCES AND EXPERIENCES** ALSO ARE USED AT WORK.

WORKPLACE TRENDS 2020...?

THE FUTURE WORKING ENVIRONMENT

– 4 MACRO TRENDS?

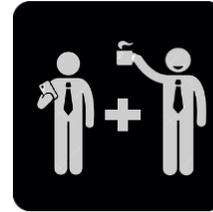
SIGNAL



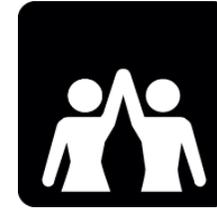
**The ageless
workplace**



**The mindful
workplace**



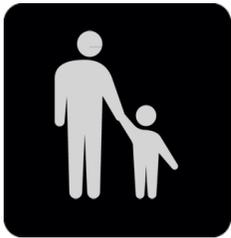
**The intuitive
workplace**



**The collaborative
workplace**

THE AGELESS WORKPLACE

SIGNAL



An "ageless" working environment enables people to work "for ever"
– not because they have to but because they want to!

Age is irrelevant Employees no longer see age as a factor for their working ability

60+preneurs People over the age of 50 are better entrepreneurs – 70 % of their start ups last more than five years – while the number is 28 % for younger entrepreneurs



Ageless canteens

Canteens will become places with focus on food, which is rich on vitamins and minerals



Smart networks

Employers benefit from older employees' experience and knowledge by using them as part-time consultants, who can communicate knowledge to the entire workforce



Mental training

Employers must help older employees avert dementia through regular activities that help the brain staying healthy and fit



Wellness

Courses and programs will enable all ages to prevent the challenges and the stress that comes with a busy work life



A mindful, easy and attentive workplace that nurtures health and the mindful performance

Digital overload Employees feel more and more overwhelmed by the need to always be online and available

Mental health From only focusing on the physical health, the mental health is also in focus now

Flexibility The mindful employee wants flexibility to have a balanced life



Disconnect

Mindful employees start to turn away from the busy, always-online, digital lifestyle



Daydreaming

In the future, organizations will encourage employees to daydream during their breaks, as it increases productivity and problem solving



Regular breaks

It is important to take regular breaks and seek out into new places to increase productivity



A workplace that keeps track of the employees' working environment, mood, wants and needs for creating an inclusive, intelligent and intuitive working environment

Data

An increase in personal technology will generate more information about how we work

Omni channel marketing

Customized and data-driven solutions that give each employee a personal experience made to specifically meet their needs

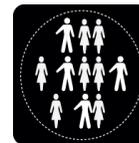
Close-proximity services

Our habits can be tracked and measured. Location based technology connects digital and physical interactions



Productive behavioural patterns

Employees will increasingly use their mobile devices to monitor their own habits. As a result the employers will understand their employees' productivity and behavioral patterns better



Orchestrated working environments

Workplaces will analyze data about how the employees interact and use the data to create new collision points to promote new ideas and creativity



Big data offices

Organizations will develop big data plans using analysis and computers to identify hidden patterns

THE COLLABORATIVE WORKPLACE

SIGNAL



A workplace that is cooperative, social and comprehensive in the way it works.

Increasing togetherness

The modern employee wants to participate in at least five different ad-hoc teams at the same time

The time of the woman

This is the century of the female – in an increasingly social, transparent, interdependent world the masculine characteristics are no longer efficient



Cooperative and flexible work

The employees want a cooperative working environment which boosts creativity. They prefer hot-desking instead of traditional structures



Exchange of personal data

The employees want an open and transparent environment where they can share information with each other



Social media

Cooperative employees are aware of their online reputation, and at the same time they are open to use equipment to track habits at work to measure their performance

OPTIMIZING THE USER EXPERIENCE

Designing workspaces where people innovate, collaborate and communicate

SIGNAL

CORPORATE
PERFORMANCE

PEOPLE
PERFORMANCE

FACILITY
PERFORMANCE

Delivering service performance through touchpoints



Together we create better user experience

SPACE MATTERS!!!

SIGNAL

WWW.SIGNAL-ARKI.DK