

COLUMBUS BUSINESS FIRST

topic:

Is your workspace ready for 2017?

advice:

Our team is often asked about trends for 2017. What's new in space planning and design? What furniture should I be looking at? To that I generally have the same answer, it depends on what problem you are trying to solve.

The truth is it's so much bigger than the space or products like furniture, floors or walls. There are three things you need to evaluate to remain competitive and attractive to associates and clients in 2017:

- 1. Associate Experience:** More than ever it's clear that associate attraction and retention is competitive and critical to your success. It's important that your associates feel trusted and have choices. Providing a variety of settings for different types of work activities creates a positive associate experience. Consider social settings like cafés and even gaming areas that allow associates downtime and time to socialize, because work is social.
- 2. Technology:** It's imperative when planning any space, you consider technology and look at the ultimate setting you are trying to create. Will you need video conferencing and/or charging stations? How will you handle wire management? By thinking of these things up front, you'll be better positioned to create a workspace that works for your associates and clients.
- 3. Culture:** Does your space reflect who you are? Your culture sets the tone for your overall associate and client experience. When you walk into the space, does it speak to your values and your brand? It's important that people connect with the space they're working in. Experiential graphic design can help tell your story so you deliver the best experience every time.

In the end, your biggest investments are real-estate and your people. By understanding the above three aspects, you'll be best positioned to maximize your investment.



IRA SHARFIN
CEO

isharfin@continentaloffice.com
614.384.4444

