



THE GREAT WORKPLACE SPACE RACE

How Successful Enterprises are **Solving Spatial Challenges**





Real estate IS ONE OF AN ORGANIZATION'S
BIGGEST LINE ITEMS AND MOST VALUABLE
ASSETS, SECOND ONLY TO ITS EMPLOYEES.

The buildings, warehouses and offices your business occupies significantly impact everything from employee recruiting and retention to industry reputation, energy utilization, operational efficiency and much more. In fact, you'd be hard-pressed to find a single aspect of your enterprise that isn't affected by the walls it resides within.

Suffice to say, the space your corporation occupies significantly affects your bottom line and your organization's continued success — and yet, in our 2016 State of the Workplace survey we issued to nearly 200 facilities leaders, more than 72 percent identified space as a major concern.

What's more,
**THESE SAME PARTICIPANTS ALSO INDICATED
THE FOLLOWING THREE SPACE-RELATED
AREAS AS TOP TECHNOLOGY NEEDS:**



51%

Energy optimization



46%

Conference room scheduling



45%

Ergonomics



And as new office trends emerge and your corporation continues to grow, so do spatial challenges, employee expectations and, unfortunately, real estate prices. Successful organizations are struggling to find an economical and sustainable solution that won't smother growth and innovation.

There's no doubt the space race is a frustrating dilemma, but it's not impossible to overcome. In this guide, we're going to share how you can use space optimization to support your team, meet key objectives and avoid wasting a single square foot of your facilities — and how one successful business accomplished all three.



CLOSED DOORS AND CUBES TO OPEN OFFICES

High-level executives know it takes risk to inspire positive change, but it also takes careful, calculated steps. A risk without forethought is much more likely to fail. But well-planned and deliberate change is what distinguishes industry leaders from the ordinary.

That's exactly what a Texas-based financial services company discovered when they began their space optimization journey in early 2014.

After two decades working out of the traditional, cubicle-filled, department-siloed spaces popular with the banking industry, the company moved its headquarters to a new building. The company was also experiencing rapid growth during this period and a deluge of new hires meant accommodating the needs of a younger workforce. A new building offered the corporation an opportunity to change its space utilization and better optimize for the workforce of the future.



Like most businesses, this enterprise realized the way employees use space was changing dramatically. In addition to removing walls and creating an open-office environment, younger workers also expect a space that fosters collaboration and mobility, but also provides independent workstations and quiet areas for phone calls. But while these updates can increase productivity and employee satisfaction among the millennial crowd, it wasn't as welcome to baby boomers who'd grown accustomed to the traditional environment they'd enjoyed for decades.



Executives and facilities leaders realized solving their spatial challenges and meeting the needs of all employees wasn't going to be easy.





HOW FOUR GENERATIONS USE SPACE DIFFERENTLY

The modern workplace is home to four generations of employees, and each uses the workspace differently.





THE TRADITIONALS
born 1922-1946

While most of this generation long ago left the workforce, many are still working — either preparing to retire or returning to work for a “second career.” This generation entered the professional world long before personal computers and the internet were staples of the workplace. They’re used to closed, quiet, personal workspaces and an environment where upper management hardly interacts with the rest of the workforce and the CEO is sequestered in a corner office.



THE BABY BOOMERS
born 1946-1964

This generation coined the term “workaholic.” They measure an employee’s dedication by hours spent in the office and prefer private, personalized cubicles or offices and a more formal office culture. The majority of boomers didn’t use technology in the workplace until after they’d begun their careers, and still face a learning curve with new advancements.



GENERATION X
born 1964-1980

While not quite digital natives, this generation is more comfortable with technology in the workplace than the baby boomers. This generation is largely divided over workspace expectations, with older members preferring a traditional office setting and younger members advocating for open offices and an increased reliance on new technology.



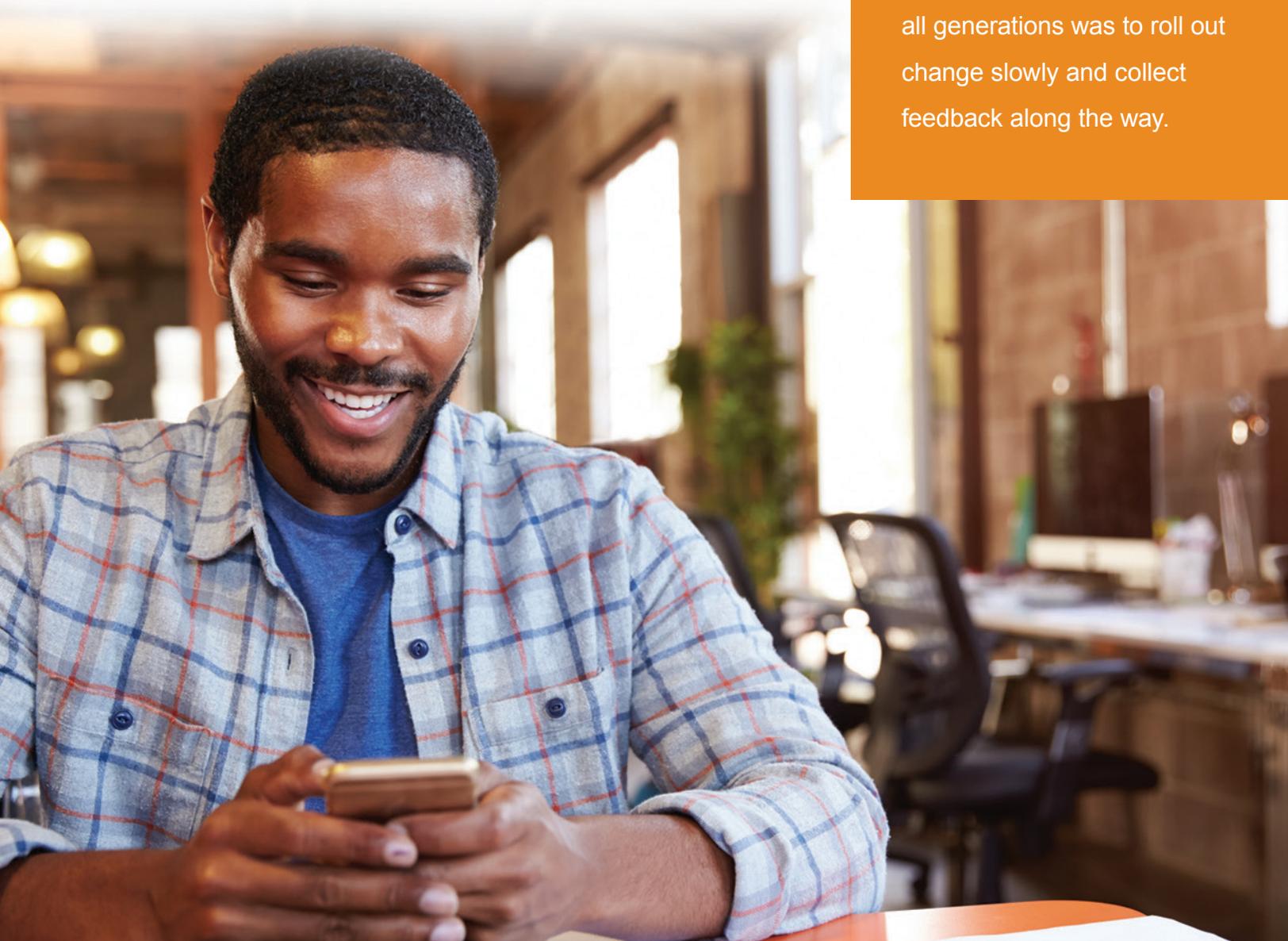
MILLENNIALS
born 1980-1997

The fastest-growing portion of the workforce, millennials might remember a time before mobile devices, but they’ve never worked without them. If there’s one defining characteristic of this generation, it’s mobility — a flexible environment in which they can work from various locations or entirely remote. (And according to our State of the Workplace survey, nearly 60 percent of facilities leaders cite increased mobility needs as the biggest cause for change in the workplace — and another 52 percent cited collaboration needs.) Because many millennials entered the workforce during a time when jobs were scarce, they’ve cultivated an entrepreneurial spirit that’s helped them feel comfortable working both independently and in a collaborative environment.

A new generation of workers will begin entering the workforce within the next few years. **Generation Z**, the cohort following the millennials, was born into the information age and is even more tech savvy than its predecessor. That means the need for a mobile-first, technology-driven and collaborative environment will only continue to strengthen.



Knowing how these generations work and what they expect is important, but as the Texas-based financial corporation realized, the best way to achieve buy-in from all generations was to roll out change slowly and collect feedback along the way.





OPTIMIZATION: WHAT WORKS, WHAT DOESN'T

Instead of rapidly altering the work environment and making rash changes, the enterprise considered the generational differences and carefully considered how this evolution could support the company's top priorities: increasing employee satisfaction and reducing turnover.



"We started off small — a wall of color here, a colorful light fixture there," said the company's workplace services manager. "People started saying, 'Wow! I really like that!' and this positive feedback made its way up to the executives who realized employees were seeing this change as a positive."

The facilities team joined forces with the HR department to make sure these updates would help achieve the company's recruiting retention goals. After surveying the workforce, the corporation found that while the majority of employees supported the move to an open collaboration space, but they also wanted quiet spaces and small rooms where they could engage in small group discussions or take phone calls.

The company used space management software to calculate utilization across multiple locations and lay out new plans. Planning and recording the space optimization strategy in their IWMS system allowed the facilities team to provide the C-suite with easy-to-view blueprints and real-time results so they could obtain approval and make decisions quickly.

Based on the data and forecasting, the facilities management team determined the best way to meet the needs for both independent and collaborative spaces was to create smaller workstations.



While the corporation has only rolled out changes at their headquarters, results have been so positive they're planning to extend these updates across the entire business.



"I know giving people less space in workstations sounds like a negative," said the workplace services manager, "but it also gives us the opportunity to bring more employees on and gives us more space to offer amenities like collaborative space, huddle rooms, lounges and more."





“We created a very nice, aesthetically pleasing workspace in very tight footprints,” said the vice president of corporate workplace services. “We also lowered our cost per seat and gave our staff different ways of working.”

While the corporation enjoyed many benefits and has begun working toward increased employee retention, the solution is by no means perfect. Like many organizations that have made the switch to an open office, members of the facilities management team have received complaints about noise pollution in main working areas and discomfort from more introverted employees. Space optimization is not a one-and-done endeavor; it must be routinely assessed and remain as fluid as the workforce it supports.



PREDICTIONS FOR THE FUTURE

As older generations continue to retire, millennials will move into upper management roles and Generation Z enters the workforce, driving forward with space optimization will become even more critical to a company's staying power.

As you begin assessing your space and making changes, keep these three trends in mind:



SILICON VALLEY-LIKE AMENITIES WILL BECOME THE NORM.

On-site cafes, fully equipped gyms, showers, dry cleaning services and child care enable better work-life integration and more flexible schedules. With employees less concerned about running midday errands or racing from the office to pick up their child from day care, they can better focus on fulfilling their role for their company during their work hours and dedicate themselves to family and personal time during their off-hours.



WORKSPACES WILL MORE CLOSELY RESEMBLE LIVING SPACES OR HOTEL LOUNGES.

Comfortable furniture, varied workstation styles and cozy huddle rooms that promote creative collaboration will become the cornerstones of a successful workplace.



WORK-FROM-ANYWHERE WILL BE THE NORM.

Allowing employees to work remotely not only satisfies their need for flexibility, it helps companies make better use of office space. **Dell is now leading this charge**, and aims to have 50 percent of its workforce remote by 2020. This means technology like office hoteling will be even more critical.





CONCLUSION

Whether you're running out of space in your current facilities, preparing for a major office move or overhaul, seeking to attract and retain bright, young talent or all of the above, solving for space will not only help you meet current needs, it's a requirement for the future.

From employee satisfaction and productivity to energy and real estate savings, focusing on space optimization will help you exceed your business goals and launch your organization to the helm of your industry.



If you're struggling to begin optimizing your workspace, space management software can offer the insight and visualization you need to create success.

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