

COLUMBUS BUSINESS FIRST

topic:

What's Good for Your People is Great for Your Business

advice:

Consider your current work environment. Was it built to support you today? Or, was it built to support processes and technologies from a different time? Most likely, it's the latter. But, technology isn't the only factor to consider. It's important not to lose sight of the human factor too. If you take the time to understand your associates, how they work, and what tools they need, you'll gain better work and become more profitable.

Sounds great, right? You're probably asking, "So, how do I get there?" It's not as hard as you may think. You just need to have the right mindset. The first thing to realize is, everybody's human! It's honestly as simple as that. There are six fundamental needs that all people share: security, autonomy, belonging, achievement, status, and purpose. If you're not meeting these basic human needs, then you're not only less profitable but you're less prosperous.

To be successful, the second thing you need to understand is that everybody's different! In understanding that people and organizations have their own unique purpose, character, and activities, you can transform your space into a place that genuinely connects people to your business. It allows you to express your unique culture and make sure everyone understands what you are working towards.

In the end, you want your space to be a place people want to work, not because they have to work. If you can deliver this elevated associate experience, you'll transform your space into a business asset by helping people work better and want to stay there.



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