

WORKPLACE STRATEGY

LEVERAGING
YOUR SPACE TO

**INSPIRE
TOMORROW'S
TALENT**

 MPA MARGULIES PERRUZZI ARCHITECTS

TABLE OF CONTENTS

PEOPLE ARE YOUR GREATEST ASSET.

Your workplace is an environment where your greatest assets come together to.

INVENT / PRODUCE / CREATE / IMPROVE LIVES

This environment is a place of industriousness as much as it is a collegial, social setting where like-minded talents share knowledge and innovative thinking. Given how much time is spent in the workplace, workers need a setting that **inspires** and **motivates**. Improving the workplace is a win/win since these settings lead to an increase in productivity.

A grayscale photograph of a modern office interior. In the foreground, a woman is sitting on a grey sofa, looking towards the camera. In the background, another person is working at a desk with multiple computer monitors. The office has a high ceiling with recessed lights and a wooden wall in the background.

WORKPLACE TRANSFORMATION DRIVERS

INSPIRE CREATIVITY

CREATION OF BETTER VALUE/PRODUCT/SERVICE

Collaboration increases productivity/creativity
Technology permits global, untethered work 24/7
Effectiveness of every function must be maximized

ATTRACT + RETAIN TALENT

COMPETITION FOR TALENT

“Culture” is key to a cohesive workforce
Millennials demand social compatibility
Personal/family health & wellbeing is valued

ENHANCE MISSION ENGAGEMENT

MOTIVATION OF EMPLOYEES

Employees self-identify with their environment
“Engagement” is key to dedication to mission



1. INSPIRE CREATIVITY

INTRODUCTION

CONSIDER THE WORKPLACE AS ANOTHER TOOL TO HELP WORKERS DO THEIR JOB.

Think about it: place impacts mood. An inspiring workplace designed to meet functional tasks of workers will improve productivity.

Sigve Brekke, the CEO of Telinor – a multinational telecommunications firm – noticed that when a salesperson increased interactions with co-workers on other teams by 10%, his or her sales also grew by 10%. It shifted his view of their headquarters. Now it was not only a real estate asset, but also a tool to enhance business communications.¹ The solution to inspiring creativity lies in the culture of your business. Knowing how you accomplish your work helps everyone understand what does and does not need improvement. For a design to work in any business, it must respond to essential, core ingredients of what makes that specific firm successful.

WHAT'S IN THIS SECTION



CLICK BELOW FOR ADDITIONAL RESOURCES

PROOF THAT POSITIVE
WORK CULTURES ARE
MORE PRODUCTIVE

A WORKPLACE THAT
WORKS: DESIGNING AN
INSPIRING OFFICE

WHAT THE WORKPLACE OF
THE FUTURE WILL LOOK LIKE

THE PARADOX OF
WORKPLACE PRODUCTIVITY

FOSTER COLLABORATION

"Collaboration" simply means "meeting."
Some believe increasing worker interaction
will increase innovative thinking. How do we
create interesting, perhaps even fun ways
to redefine the traditional "meeting?"

Here are the three basic ways in
which people collaborate:

STRUCTURED

Classic meeting usually booked in advance
in enclosed conference room. Tone and
feel is typically very business-like.

INFORMAL

Unscheduled meeting on the fly to compare
progress or notes in open plan environment,
enclosed office, or designated "huddle" room.

AD HOC

Unexpected chance interaction in a casual
setting (elevator lobby, copy room, kitchen, etc.).
Organic, impossible to be planned in advance.

Taking these types of meetings into
consideration, the design community's
responding solutions include a number
of creative, new spaces developed to
trigger interactive behavior and strategic
collaborative placement. Terms such as
Huddle / Cove / Haven / Clubhouse / Living
Room are part of this new jargon. We at
MPA have been tracking the collaboration
trend with our clients since 2010.

“First and foremost is that creativity is a collaborative
process. Innovation comes from teams more often
than from light bulb moments of lone geniuses.”

~Walter Isaacson, President & CEO, Aspen Institute

40%



Workstations are
occupied for less
than half the time. ¹

25%



Private offices are
only occupied a
quarter of the time. ¹

50%



MPA clients with
designated open
collaboration spaces
in their workplace

53%



MPA clients actively
deploying enclosed
2 – 4 person
huddle rooms

1. Herman Miller, in their published research "From Conventional to Collaborative"

2. Some lessons from the Journey, "The Innovators"



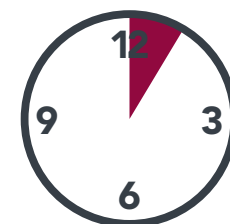
IRON MOUNTAIN // BOSTON, MA:



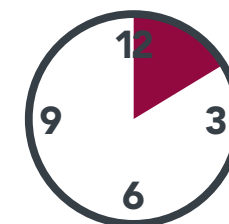
Enclosed conference rooms are clustered around oval “nodes,” creating informal break-out spaces. “Huddle rooms” and “nooks” allow for smaller, informal collaboration or private conversations without tying up larger conference rooms.

An MPA survey launched in 2015 shows where and for how long employees interact with one another.

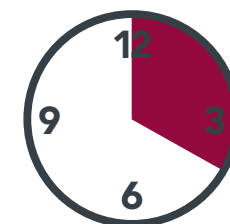
HOW MUCH OF YOUR DAY
IS SPENT COLLABORATING
WITH YOUR COLLEAGUES?



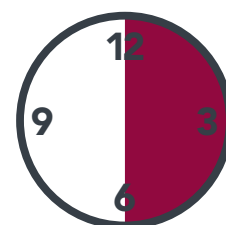
11%
less than one hour
per day



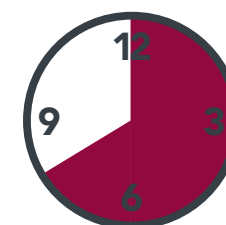
26%
1-2 hours
per day



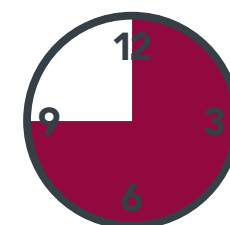
50%
2-4 hours
per day



11%
4-6 hours
per day



1%
6-8 hours
per day



1%
8+ hours
per day

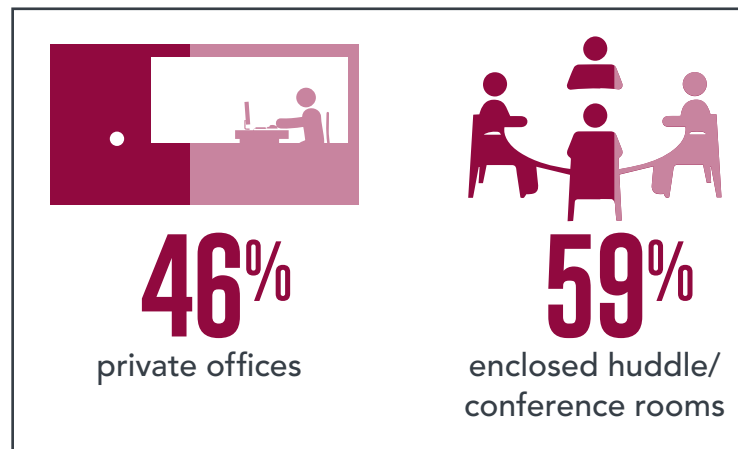
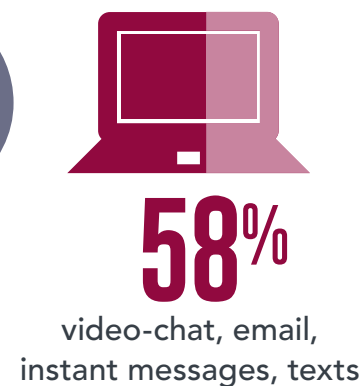
“...another lesson of digital-age innovation is that, now as in the past, physical proximity is beneficial. There is something special...about meetings in the flesh, which cannot be replicated digitally.”¹

~Walter Isaacson, President
& CEO, Aspen Institute

IS OPEN OFFICE COLLABORATION DISTRACTING?



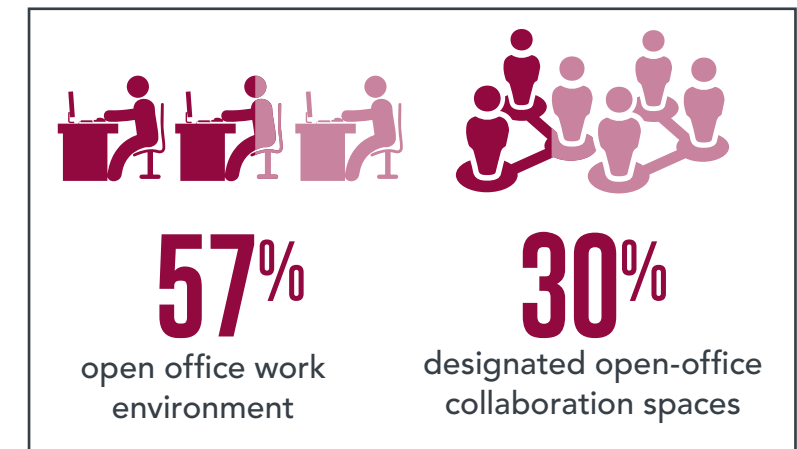
IN WHAT TYPE OF SPACE DO YOU TYPICALLY COLLABORATE WITH YOUR COLLEAGUES?



People want **enclosed collaboration** space because:

1. They are sensitive to disrupting colleagues.
2. Many meetings involve some degree of private conversations.

As many office environments migrate to a more open plan, it is important to carefully consider how people can collaborate in a more private or noise-oriented manner.



Open area collaboration creates a higher degree of spontaneous knowledge sharing but its placement and accessibility to workers plays a critical factor. The manner in which people work needs to be carefully considered before identifying how much open collaboration space is needed.



BOSTON SCIENTIFIC

TECHNOLOGY IN COLLABORATION

Universally, collaboration space, whether open or enclosed, needs to be supported by technology to be truly successful.

Access to technology enables staff to readily share information. If collaboration space is highly functional from a technology perspective, it will trigger spontaneous team gatherings and be used as intended.

The more responsive a firm is to technology, the greater it will

support workforce productivity. Providing WIFI and ease-of-use tools, such as laptops, tablets, and smart phones, facilitates movement and connectivity. A carefully designed space supporting productivity should be able to evolve with the technology.

FOLLOW THESE SIMPLE COLLABORATION RULES

- 1. Study the functions and culture of your business.
- 2. Survey and document the manner in which collaboration typically happens.
- 3. Establish a careful meeting/staff person ratio in response to collaboration demand.
- 4. Integrate a variety of sizes, both enclosed and open, for gatherings.
- 5. Deploy advanced, easily used, and accessible AV and technology.
- 6. Define which spaces require reservation and which spaces are readily available.
- 7. Create etiquette guidelines for your staff so they understand what is and is not acceptable collaborative behavior.



ZIPCAR

CLICK BELOW FOR ADDITIONAL RESOURCES



THE IMPORTANCE
OF COLLABORATION

COLLABORATION
TRENDS IN THE
MODERN WORKPLACE

HOW TECHNOLOGY
ENHANCES
COLLABORATION

COLLABORATION
AND TECHNOLOGY

6 COLLABORATION
TRENDS SHAPING
THE FUTURE OF IT

SUPPORTING MOBILE WORK

Each generation entering the workforce comes armed with a full comprehension of how effectively the latest technology can be used. With advancement in hand held tools and cloud computing, workers can be productive anywhere and at any time.

Essentially we have become always connected.

The line between “office” and “home” continues to blur as technology gives us the capabilities to work remotely. Within the office, there are multiple settings in which people can work efficiently while connecting to their colleagues. While outside of the office, communication options are seemingly endless, and becoming more advanced over time.

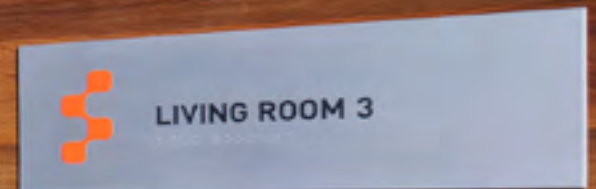
52%



companies providing
remote working
options ¹



SAPIENTNITRO



1. Society for Human Resource Management

INCREASE IN AMERICANS' WORKING FROM HOME FROM 2000 TO 2010. ¹



+42%
MANAGEMENT,
BUSINESS,
FINANCIAL



+24%
SERVICE



+46%
SALES



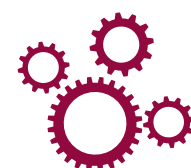
+43%
EDUCATION,
LEGAL, COMMUNITY
SERVICE, ARTS, MEDIA



+25%
INSTALLATION,
MAINTENANCE,
REPAIR



+30%
OFFICE+ADMIN
SUPPORT



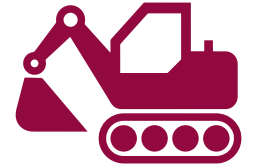
+71%
COMPUTER
ENGINEERING,
SCIENCE



+22%
PRODUCTION,
TRANSPORTATION,
MATERIAL



+82%
HEALTHCARE



+126%
CONSTRUCTION,
EXTRACTION



PHILIPS



PHILIPS

THE CONNECTED WORK SUITE

Occupants are responsible for reserving their space and their support needs in advance. It accommodates a full time concierge and a variety of critical support functions i.e., conferencing space, short term storage, technology, and hospitality.



SAPIENTNITRO



IRON MOUNTAIN

MOBILE IMMERSION

Smaller, short stay work benches or stations allow the mobile worker to integrate into the general workforce population when they do come into the office so that they are better connected to the culture and activities of their coworkers and colleagues.



DASSAULT SYSTÈMES



CIMPRESS | VISTAPRINT

ACTIVITY BASED WORK (ABW)

A true free-address work environment, each employee is encouraged to seek out the most optimal work setting for their needs.



SAPIENTNITRO



CIMPRESS | VISTAPRINT

MOBILE WORK

Mobile employees work mainly from a remote location – e.g., cafes, libraries – checking in with their colleagues, but spending the majority of their time working alone. These employees work mainly from a remote location, checking in with their colleagues, but spending the majority of the time working alone. Advances in mobile work technologies allow people that work remotely to collaborate with each other. The US Mobile Work population will grow steadily, increasing from 96.2 million workers in 2015 – to 105.4 million in 2020. ¹

REMOTE WORK

Many employees now use their commutes to and from the office to get work done. Advances in technology (tablets/mobile devices) and infrastructure (WIFI capabilities) allow for workers to get work done on planes, trains, and in the comfort of their own homes. This contributes to the notion that in today's age, people have the capability to be always connected.

1. International Data Corporation (IDC) in Framingham, MA



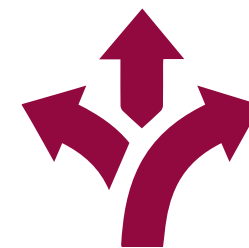
“This ‘always-on’ concept is challenging, but in reality it’s becoming the new normal – enterprise mobility lets people ‘time slice’ quickly and easily between ‘work’ and ‘home’ styles. This is only possible due to the efficiencies gained in moving seamlessly between different devices. Users can take notes on their tablet during a meeting, turn them into a presentation on their laptop over lunch, and securely share them with a colleague on their smartphone on the journey home.” ¹

“Countless studies confirm what I’ve experienced firsthand: Remote employees are happier, more productive, and more cost-efficient than their office-bound peers. The workforce as we know it is changing, and as leaders, we must be nimble and open-minded in our hiring techniques to meet this exciting challenge.” ²

Mobile learning enables employees to receive and engage with real-time information while on-the-go: anywhere, at any time. As the new generation of workers who grew up with social and mobile technology begins to enter the workforce, it is crucial employers create workplaces that support these technological advances.

**A MAJORITY OF
EMPLOYEES WORLDWIDE
SAY THEY DON'T NEED
TO BE IN THE OFFICE
TO BE PRODUCTIVE
AND THAT THEY VALUE
MOBILITY MORE THAN A
HIGHER SALARY. ⁴**

20%



those who would take
a pay cut for flexible
work options ³

74%



name work-life balance
as a reason to want
flexible work options ³

1. Mobilizing the Enterprise: The definitive guide to the mobility revolution
2. Harvard Business Review: How I Hired an Entirely Remote Workforce

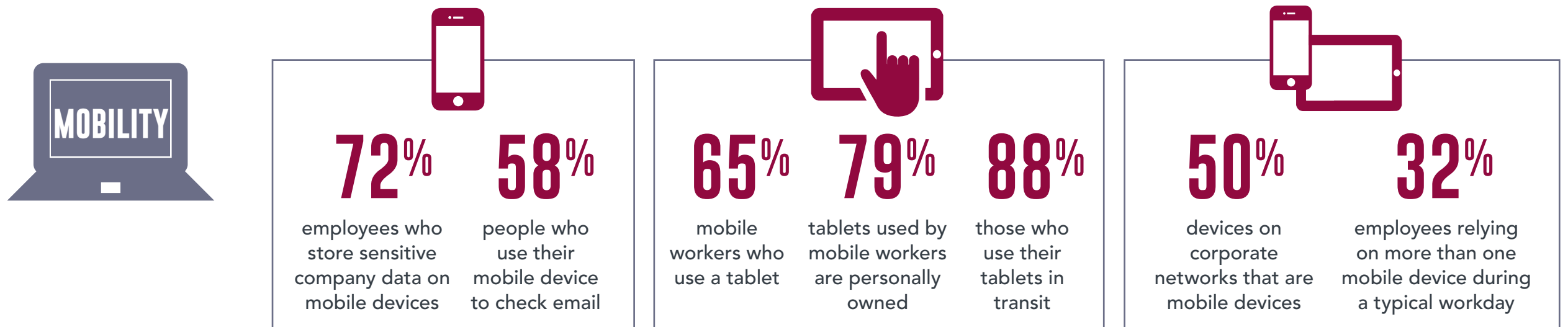
3. Entrepreneur: Four Data-Backed Reasons to Use Mobile in the Workplace
4. Fujitsu: Mobile Workspace



CIMPRESS | VISTAPRINT

MOBILITY IS CHANGING THE WAY WE LIVE AND WORK

Internet connected mobile devices are set to outnumber humans.



CLOUD EFFECTS ON MOBILE WORK (INTERNAL OR EXTERNAL) ¹



49%

drive cost efficiencies



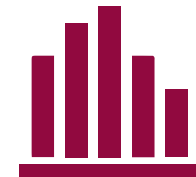
42%

better enable mobile workforce



37%

improve customer/partner alignment



35%

leverage data to provide insight



32%

new product development/innovation



30%

develop new business models



28%

shift to global shared services model



28%

faster time to market



CLICK BELOW FOR ADDITIONAL RESOURCES

WORKSPACES
THAT MOVE
PEOPLE

IDC FORECASTS U.S.
MOBILE WORKER
POPULATION TO SURPASS
105 MILLION BY 2020

WHAT PERCENTAGE
OF OUR LIVES ARE
SPENT WORKING?

GETTING A
REMOTE TEAM TO
COLLABORATE

ON THE MOVE: HOW
MOBILE EMPLOYEES ARE
CHANGING THE WORKPLACE

PROVIDE QUIET SPACE

53%

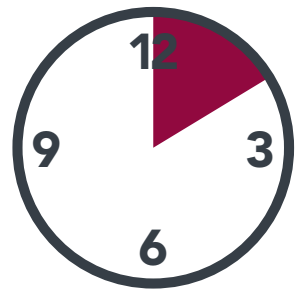


MPA clients actively installing quiet spaces for staff to perform task intensive or confidential work.

PROVIDE SPACES FOR QUIET, TASK INTENSIVE WORK

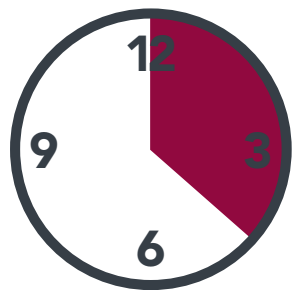
To support collaboration, most companies have created more open, inspiring workplaces by reducing or eliminating the need for offices and traditional high-panel workstations. The net result of this has triggered a greater need to design quiet spaces for concentrative work.

THE CONSEQUENCES OF DISTRACTION ¹



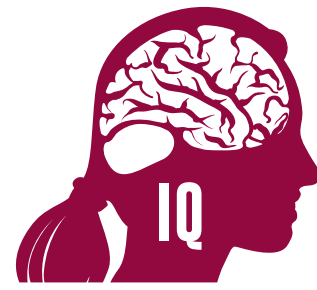
**11 MIN.
INTERRUPTIONS**

We get interrupted every 11 minutes on average.



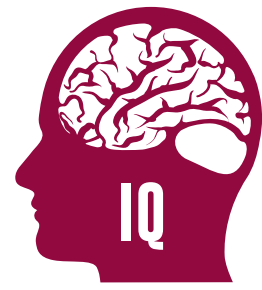
**23 MIN.
WORKFLOW**

After interruption, it takes up to 23 minutes to return to deep engagement.



**-5 IQ PTS.
MULTI-TASKING**

When women multi-task, cognitive capability is reduced by of 5 IQ points.



**-15 IQ PTS.
MULTI-TASKING**

When men multi-task, cognitive capability is reduced by 15 IQ points.

IMPORTANCE OF AUDIBLE PRIVACY TO MPA CLIENTS



8%



86%



6%

ENGAGEMENT AND ABILITY TO CONCENTRATE ²



**98%
HIGH ENGAGEMENT**

98% of the most highly engaged employees reported "the ability to concentrate easily"



**15%
LOW ENGAGEMENT**

15% of those highly disengaged and dissatisfied reported "the ability to concentrate easily"

1. Steelcase: The Privacy Crisis

2. Harvard Business Review: Balancing "We" and "Me": The Best Collaborative Spaces Also Support Solitude

A WORKPLACE, TO BE TRULY EFFECTIVE, MUST BE RESPONSIVE TO THE VARIOUS TYPES OF WORK THAT ARE NECESSARY TO MAINTAIN OPTIMAL EFFICIENCY.

30%



MPA clients
preferring
lower panels

67%



MPA clients preferring
benching with minimal
panel separation

17%

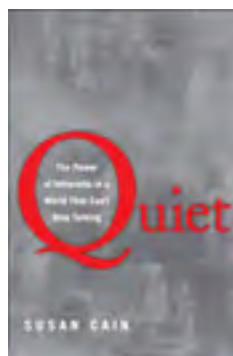


MPA clients
completely
eliminating offices

53%



MPA clients
reducing number
of offices



- Susan Cain, in her book, **“Quiet: The Power of Introverts in a World That Can’t Stop Talking,”** became the single most prominent advocate for introverts when she boldly claimed:

“Open-plan offices have been found to reduce productivity and impair memory.”

Provide choices to enhance productivity. Companies must find the right balance of supporting individual and team productivity. When employees have control over how and where they work, they choose space most productive for the task at hand. With spaces supporting quiet or confidential work, and virtual or face-to-face collaboration, the workplace can drive sharing of ideas, employee engagement and a fostered sense of community. Employees given greater autonomy are more engaged and loyal to an organization. ¹



CLICK BELOW FOR ADDITIONAL RESOURCES



THE
PRIVACY
CRISIS

BALANCING “WE” & “ME”:
BEST COLLABORATIVE
SPACES SUPPORT SOLITUDE

10 BEST QUOTES FROM “QUIET:
THE POWER OF INTROVERTS IN A
WORLD THAT CAN’T STOP TALKING”

OFFICE DESIGN
FOR INTROVERTS,
BY AN INTROVERT

SAVING INTROVERTS FROM
THE SOUL-DESTROYING
OPEN-PLAN OFFICE

AN INTROVERT’S
GUIDE TO THRIVING
IN THE WORKPLACE

2. ATTRACT+RETAIN TALENT

INTRODUCTION

PEOPLE ARE A FIRM'S GREATEST ASSET.

It's all about the people. As tasks become more automated, it is the creativity and innovative thinking that distinguishes successful companies, and the competition for the best talent is fierce.

The workplace is just one component, but an important one, that helps attract potential employees, and it is integral to the strategy of retaining them once hired. Keys to a successful strategy include:

- Treating your talent search as if you were marketing your company
- Being flexible and encouraging a healthy work/life balance
- Giving people independence
- Developing your employees' potential
- Creating a sense of community
- Recognizing and rewarding

WHAT'S IN THIS SECTION

CLICK BELOW FOR ADDITIONAL RESOURCES



EMPLOYEE
TENURE
SUMMARY

LOCATION & LAYOUT:
ATTRACTING & RETAINING
BEST WORKPLACE TALENT

IMAGINATIVE OFFICE
DESIGN ATTRACTING
TOP TALENT

WORKPLACE DESIGN
HELPS ATTRACT, RETAIN
GEN Y EMPLOYEES

THE RACE FOR TALENT:
ATTRACTING & RETAINING WITH
WELL-DESIGNED WORKPLACES

HOW TO ATTRACT &
KEEP MILLENNIALS
AT YOUR COMPANY

CREATE COMMUNITY

Providing a sense of community in the workplace helps drive individual productivity, well-being, and ultimately an organization’s success.

The nature of our work has changed considerably and flexible teams meet spontaneously to move projects forward. Creating a sense of community by offering varying communal settings for people to gather, to eat, to meet, to learn, or to play ranks number one of the top five ways to improve employee engagement.



WAYS TO ADDRESS EMPLOYEE ENGAGEMENT ¹



83%

creating a sense of community and belonging



71%

helping people understand strategy, culture, and brand



63%

supporting diverse work needs and preferences



40%

caring for the whole person and health positive needs of an individual



23%

supporting personal expression

1. Herman Miller "Workplace Trends US"

FORWARD THINKING ORGANIZATIONS ARE RE-EVALUATING THEIR WORKSPACE.

They are providing practices and resources supporting well-being and a sense of community in order to reduce employee turnover, increase teamwork, and strengthen their company’s vision and values. In today’s workplace design, there is an effort to cluster these activities together to create a central hub, or a common area that can satisfy a number of various sized business and social activities.



IRON MOUNTAIN



101 STATION DRIVE

TURNOVER



\$5,500

average cost to replace an \$8.00 an hour employee

\$500K

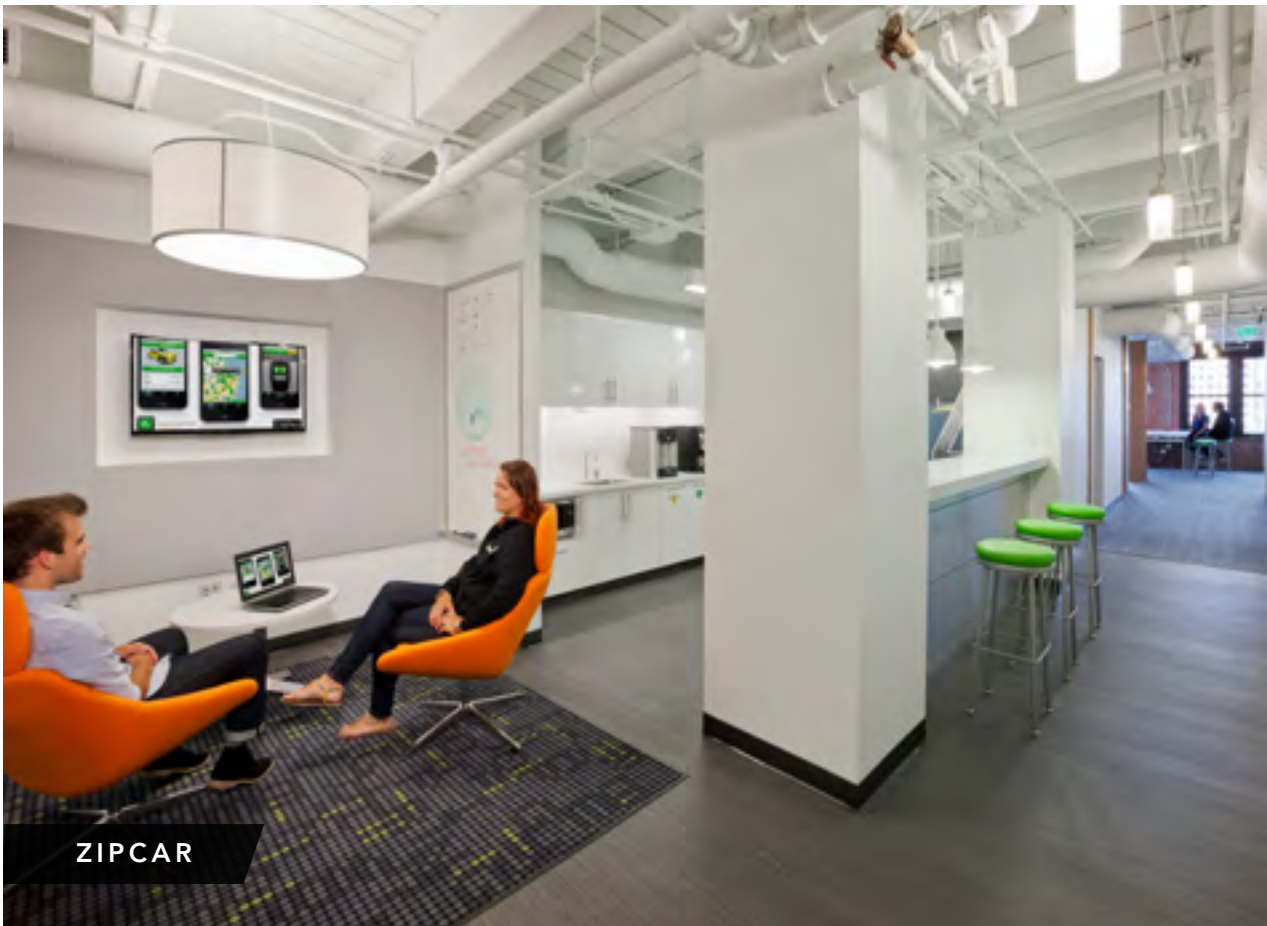
annual turnover cost for a mid-sized company of 1,000 employees with a 10% annual rate of turnover

THE LOSS OF A SENSE OF COMMUNITY CORRELATES TO STRESS, ABSENTEEISM, HIGH EMPLOYEE TURNOVER, AND REDUCED QUALITY CONTROL.

Those consistently rated as the “Best Companies to Work For” by Fortune Magazine provide additional perks, such as childcare, on site life coaching and health care, yoga classes, and a place to play. Fidelity Investments, for example, regenerates their sense of community by offering Project Joy workshops, encouraging ways to create a joyful culture and customer experience.



PHILIPS



ZIPCAR

COMMUNITY ²



1. Harvard Business Review: We All Need Friends at Work
2. Trusted Ally: The High Cost of Turnover in the Workplace

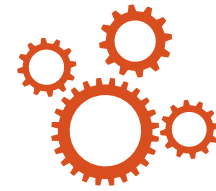
EFFECTS OF GAMING ON THE BRAIN ¹



INCREASE IN
MOTIVATION



JUMP IN
TESTOSTERONE



IMPROVED
MEMORY



GROWTH IN
BRAIN SIZE



INCREASED
EFFICIENCY



FEELINGS OF
EMPATHY

50%



close work friendships
boost employee
satisfaction by 50% ¹

60%



employees
worldwide suffering
from burnout ¹

ONE CABOT ROAD

CLICK BELOW FOR ADDITIONAL RESOURCES



COMMUNITY DESIGN
FOR THE WORKPLACE

HOW TO BUILD A COLLABORATIVE
OFFICE SPACE LIKE PIXAR AND GOOGLE

THE POWER TO
BE PRODUCTIVE

THE VALUE OF PLAY
IN THE WORKPLACE

1. Harvard Business Review: We All Need Friends at Work

SUPPORT SOCIAL INTERACTION

In the movement toward open offices, increased social interaction between employees has evolved from a natural byproduct to a sought-after commodity. A strong social culture in the workplace can help spark new ideas, increase employee engagement, and create a sense of wellbeing. Spaces that reinforce social interaction are fundamental mechanisms for enhancing this culture.



THE WORKPLACE AS A RECRUITMENT TOOL: SHARED SPACES CURRENTLY OFFERED BY COMPANIES ¹



78%
SUFFICIENT
MEETING ROOMS



60%
ONSITE
CAFETERIA



68%
PRIVATE
SPACE



58%
RELAXATION
AREAS



31%
ONSITE FITNESS
CENTER



67%
TV/GAME
ROOM



67%
OUTDOOR
SEATING AREAS



67%
ONSITE CAFÉ/
COFFEE SHOP

1. Steelcase 360 report: engagement and the global workplace

CAFÉS AND BREAK ROOMS

Corporate cafés are being designed in such a way to accommodate a wide variety of activities above and beyond the typical lunch break. Today's companies are recognizing the importance of providing alternative social settings for work to take place.

36%



employees who eat together in large groups are 36% more likely to communicate outside lunch hours ¹



CONFIDENTIAL GLOBAL CONSULTING FIRM



101 STATION DRIVE



BOSTON SCIENTIFIC

SPACES MPA CLIENTS FIND MOST APPEALING



80%
COFFEE BAR



59%
WINE BAR/
BEER TAP

1. Steelcase Workcave Ideabook


RECREATION AND FITNESS

Spaces that nurture some distraction and provide an opportunity to recharge can also foster inspiration and allow employees to interact with each other in a neutral setting.




SPACES MPA CLIENTS FIND MOST APPEALING


68%
FITNESS ROOM
with both cardio
& free weights


46%
EXERCISE ROOM
aerobics, yoga,
Tai Chi, etc.


23%
ARCADE
video games,
pinball


55%
TV ROOM
lounge/
living room


38%
GAME ROOM
billiards, ping
pong, foosball

The majority of workers who utilize game rooms in the workplace were significantly less stressed, happier at work, believed they were more productive, and preferred working for the company with the game room. *"Video gaming actually helped me do my job better."*¹

1. Tom Chapman, Content Specialist, Vertical Leap

EMPLOYEE ATTITUDES TOWARD COMPANY

For many, the idea of these unique amenities has become a defining aspect of their company culture. While advancements in technology has made the practice of mobile work easier and thus more common, there is still a voice of concern over how this might limit employee social interaction. Which begs the question: what would make you want to come into the office? A strong social culture of an organization is not only one of the top selling points for new talent, but is also an important tool to increase creativity and productivity within the workplace. Spaces reinforcing social interaction are fundamental mechanisms for enhancing this culture.

ZIPCAR // BOSTON, MA:

The purpose of Zipcar's relocation was to unify all departments, re-imagining their office space as one community.



WORKERS AGREE WITH THE FOLLOWING STATEMENTS ¹



75%

you are
happy to
go to work



77%

you feel proud
to work for
your company



72%

you are
motivated by
your work



73%

your job gives you
a sense of personal
achievement



79%

you feel
connection with
your colleagues



71%

you would recommend
your company as
an employer



72%

you value
your company
culture



73%

you endorse your
firm's strategy
& direction



68%

you are optimistic
about your future
with your company



CLICK BELOW FOR ADDITIONAL RESOURCES

THE COOLEST
NEW TREND IN
OFFICE SPACE

GOT MILLENNIALS? WORKPLACE
PERKS THAT ATTRACT THE NEXT
GENERATION OF BRIGHT WORKERS

IDENTIFYING THE
RIGHT WORKPLACE
AMENITIES

PERK PLACE: THE BENEFITS OFFERED
BY GOOGLE AND OTHERS MAY BE
GRAND, BUT THEY'RE ALL BUSINESS

REDEFINING TALENT:
INSIGHTS FROM THE
GLOBAL C-SUITE

PROMOTING WELLNESS



TYPICAL BUSINESS OPERATING COSTS



1%
ENERGY



8%
RENTAL



80%
STAFF (SALARIES+BENEFITS)

Q:

WHY PROMOTE WELLNESS?

A:

Because 80% of business operating costs are spent on people. Because 80% of our time is spent indoors.



101 STATION DRIVE



275 WYMAN STREET



THE WELLNESS MOVEMENT

"As more Fortune 500 firms fight to attract and retain talented workers, work environment has become a key selling point. Millennials now account for the majority of the American workforce, and they are increasingly looking for workplaces that reflect their values. While companies responded to the move for planet-friendly offices by promoting LEED-certified buildings over the past decade, their focus has turned to how their offices can promote wellness for their employees. Beyond attracting talented workers, studies have shown that **healthy workers perform better and are more productive**. And as health care costs continue to rise, companies are facing higher insurance costs and individuals are facing higher deductibles and co-payments. That's led companies to invest in ways to keep their employees from getting sick in the first place, using incentives and small changes to help increase everyday wellness." ¹

In response to this movement, the WELL Building Certification program focuses on seven areas to create buildings that promote verifiable wellness strategies for occupants:



AIR



WATER



NOURISHMENT



LIGHT



FITNESS



COMFORT



MIND

Genzyme's employee sick time in their new green headquarters is 5% lower than for all of other Massachusetts facilities combined. ²

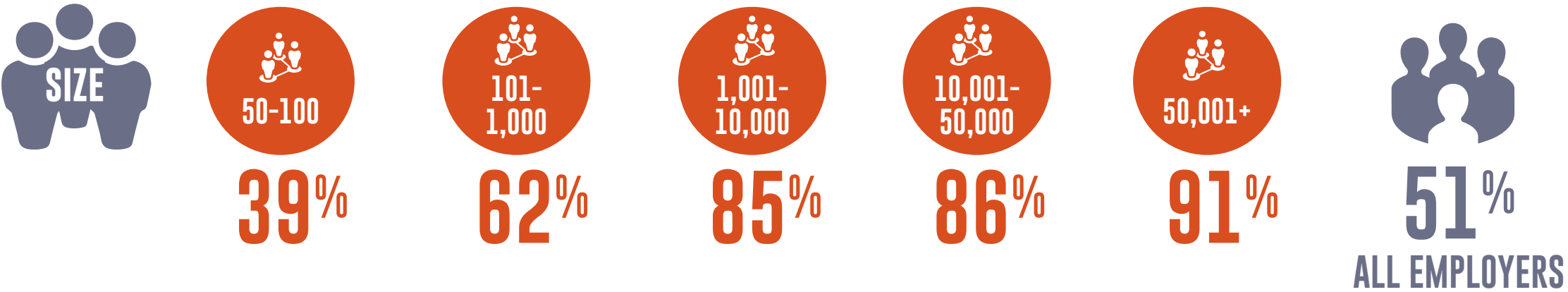
1. Fortune Magazine "This is the Future: Workplaces that Make You Healthier"

2. Case studies by the GSA Office of Government-wide Policy

EMPLOYERS OFFERING A WELLNESS PROGRAM BY INDUSTRY ¹



EMPLOYERS OFFERING A WELLNESS PROGRAM BY EMPLOYER SIZE ¹



In the US, over 50% of employers larger than 50 people have instituted some measure of wellness programs for their employees. ¹

1. Workplace Wellness Programs Study – Rand Health, US Dept of Labor, US Dept of Health & Human Services

LIFESTYLE MANAGEMENT COMPONENTS OFFERED IN WELLNESS PROGRAMS ¹



79%
NUTRITION/
WEIGHT



77%
SMOKING



72%
FITNESS



52%
ALCOHOL/
DRUG ABUSE



52%
STRESS
MANAGEMENT



36%
HEALTH
EDUCATION

EMPLOYER BENEFITS FROM WELLNESS PROGRAM ¹



61%
REDUCED
MEDICAL COSTS



78%
REDUCED
ABSENTEEISM



80%
INCREASED
PRODUCTIVITY

1. Workplace Wellness Programs Study – Rand Health, US Dept of Labor, US Dept of Health & Human Services



FORRESTER RESEARCH // CAMBRIDGE, MA:

A typical building's fire stairs are not pleasant, resulting in elevator dependency even when traveling one floor. At Forrester, MPA elevated the fire stairwells' design, opening it up to the other to part of the collaborative building spaces and encouraging employees to walk., inspiring employees to walk.



BOSTON SCIENTIFIC // MARLBOROUGH, MA:

Most people spend 80% of their day inside. Offering an inviting place to sit outside to get some fresh air and sunlight during the work day has made this an extremely desirable office location.



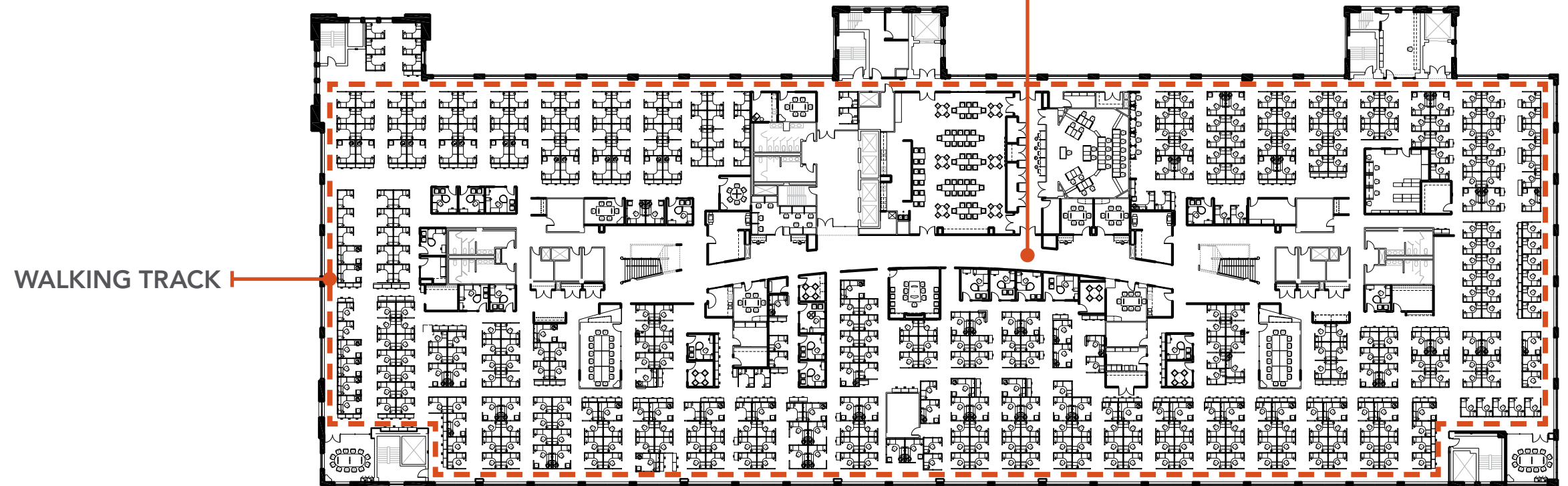
THE PREDICTIVE INDEX // WALTHAM, MA:

Many people spend more of their waking hours at the office than at home. The ability to take a break, relax or even play ping pong for a few minutes contributes a great deal to wellbeing as well as to productivity.



CIMPRESS | VISTAPRINT // WALTHAM, MA:

Many larger employers are providing full service fitness centers. It is much more likely for employees to be able to find time to work out when they don't have to travel to a different place during their busy days.



PARTNERS HEALTHCARE // BOSTON, MA:

A benefit of having a large office floor plate is the ability to create a measured walking track. MPA created a continuous quarter mile walk around the perimeter, simultaneously providing exercise and natural daylight.

CLICK BELOW FOR ADDITIONAL RESOURCES



DESIGNING FOR
WORKPLACE
WELLBEING

ACTIVE
DESIGN
GUIDELINES

HOW CORPORATE
WELLNESS CAN
BOOST PRODUCTIVITY

WELLNESS
AT WORK

GUIDE TO
WORKPLACE
WELLNESS

WORKPLACE
WELLNESS
PROGRAMS STUDY

HEALTH, WELLBEING
& PRODUCTIVITY
IN OFFICES

WELLNESS
IN THE
WORKPLACE

3. ENHANCE MISSION ENGAGEMENT

INTRODUCTION

TELLING YOUR STORY THROUGH YOUR BRANDED WORKSPACE

“Expressing the brand via the physical workplace is an opportunity to reinforce company mission and culture. For companies with multiple locations, it is also a way to offer consistency across locations...”¹

Restaurateurs, retailers, entertainers all recognize the obvious impact that physical surroundings have on the success of their operations, which is why the leadership of Starbucks, Bloomingdales, and Fenway Park, for example, all work so hard to make sure that their facilities and brand are in sync. In either a positive, neutral, or negative way, this is always true of the corporate workplace too. A message is delivered – to employees, vendors, customers, and to the public – about a company’s values. This represents an opportunity, if properly crafted, to use real estate to enhance a company’s “brand.”

WHAT'S IN THIS SECTION



CLICK BELOW FOR ADDITIONAL RESOURCES

INSIDE APPLE'S
NEW "SPACESHIP"
HEADQUARTERS

WGBH
DIGITAL
MURAL

SALT SHED: IN
PRAISE OF THE
URBAN OBJECT

ARCHITECTURE 101:
ICONIC BUILDINGS & THEIR
BIZARRE NICKNAMES

TOWARD AN ARCHITECTURE
OF PLACE: MOVING BEYOND
ICONIC TO EXTRAORDINARY



GEOGRAPHY

When Dassault Systèmes decided to consolidate its US operations into one building as a part of its rebranding strategy, they chose a dramatic building with high visibility and a prominent presence on Route 128.

BUILDING EXTERIOR



Perhaps of the most bold example of “brand enhancement” is the Longaberger Basket Company in Newark, Ohio. There is absolutely no confusion about what the company does.



WGBH in Boston. Prominently seen from Interstate 90, The display brand WGBH as the quintessential Boston broadcaster.



Apple's CEO boldly stated "It's gonna be a center for innovation for generations to come." Coined the "spaceship", it epitomizes the innovative thinking that has become synonymous with the brand. This strategy exemplifies the true essence of defining a business's image through architectural design.



Branding enhancement can be architectural, and it can be environmental. The running track that penetrates through the Reebok (Adidas) US headquarters makes a powerful statement about their commitment to athletic footwear.

CRAFT AN IMAGE

Automotive manufacturers, beer companies, and clothing retailers all count on consumers to make product selections based upon the “fit” between what they buy and their image of themselves. The same is true of employees’ view of their workplace. The personality of the person who aspires to earn a perimeter office is likely very different from that of a person who prefers to be able to select from a variety of potential workspaces depending upon task and mood. The “image” of a workplace speaks volumes about the target employee, and ideally helps them self-identify with their employers’ values.



“EVERYONE WHO COMES TO OUR RECEPTION
AREA IS EITHER JUDGING OR BEING JUDGED.”
(CEO, Global Financial Services Firm)



THE PREDICTIVE INDEX

Image is a clear message
to employees, clients,
visitors, investors, vendors,
and competition **about**
a company's values.¹

It is not extraordinary
construction cost that defines
Google's workplace, rather
the thoughtful effort to create
unique, dynamic, inspirational
environments that help attract
the types of employees
they are looking for. ¹



1. "Space Is the Body Language of an Organization"

Potential employees look to social media as a part of their research into which company they want to work for. It is a broadly-used vehicle for communicating unfiltered impressions about any company's image.



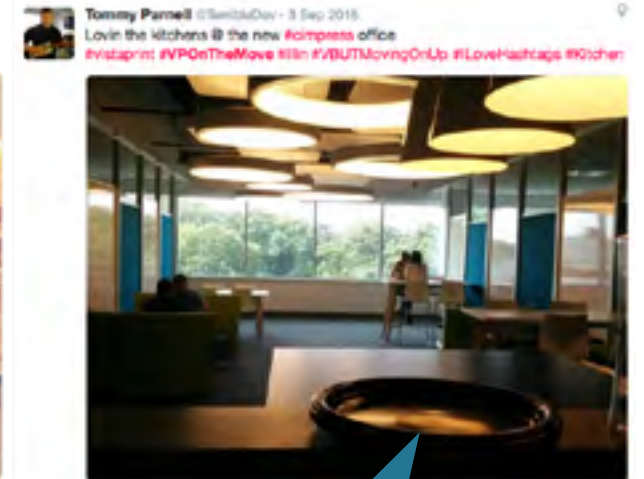
#vponthemove



"...so bright - loving it"



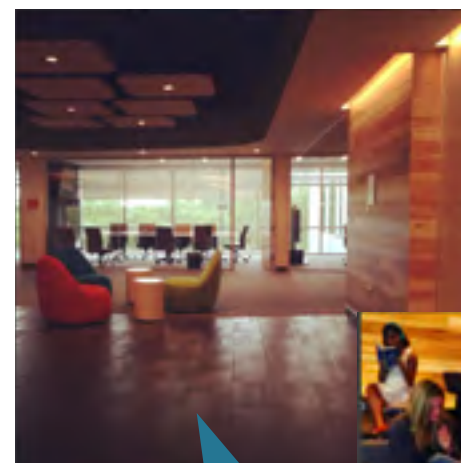
"Feeling sooper cool"



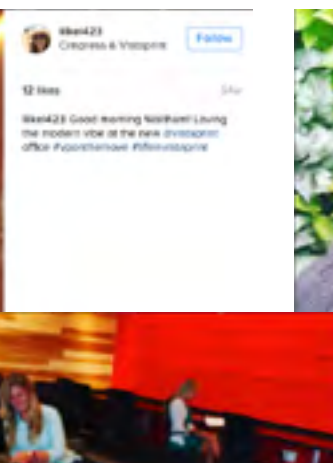
"Lovin the kitchens"



#vponthemove



"...Loving the modern vibe..."



"The abstract beauty of our new building!"



"The plant wall...is pretty, pretty nifty."



Image is **NOT** just about the aesthetics. What message does this space deliver to employees about the drive for innovation, creativity, and/or collaboration?

Unprompted, respondents often cite physical workplace features as evidence of a good or bad workplace. Workplace aesthetics has a greater influence on job attractiveness than workspace allocation (offices vs open plan vs. activity based learning). ¹



◀ Even in leased space, choice of the building and its amenities become part of image associated with the tenants. In Quincy, MA, Heritage Two has become a destination for companies who want the “cool” factor of Boston’s Innovation District without the commute, and has proven wildly successful for both the building owner and the occupants.



Beyond documented advantages to productivity of providing in an environmentally sustainable work environment, LEED certification has become a symbol of a company’s commitment to the health of its employees and the planet.



CLICK BELOW FOR ADDITIONAL RESOURCES

FENG SHUI & FUZZY FEELINGS: COMPANY CULTURE THROUGH OFFICE DESIGN

GOOGLE DIDN’T “GET IT WRONG”: A LOOK INTO WAPO PIECE ABOUT OPEN OFFICES

THE IMPACT OF OFFICE DESIGN ON YOUR BUSINESS

10 QUESTIONS TO ASK WHEN DESIGNING YOUR OFFICE

WHY CULTURE MATTERS MORE THAN PAY

3 WAYS TO IMPROVE YOUR COMPANY CULTURE

15 COOL JOB PERKS TO KEEP EMPLOYEES HAPPY

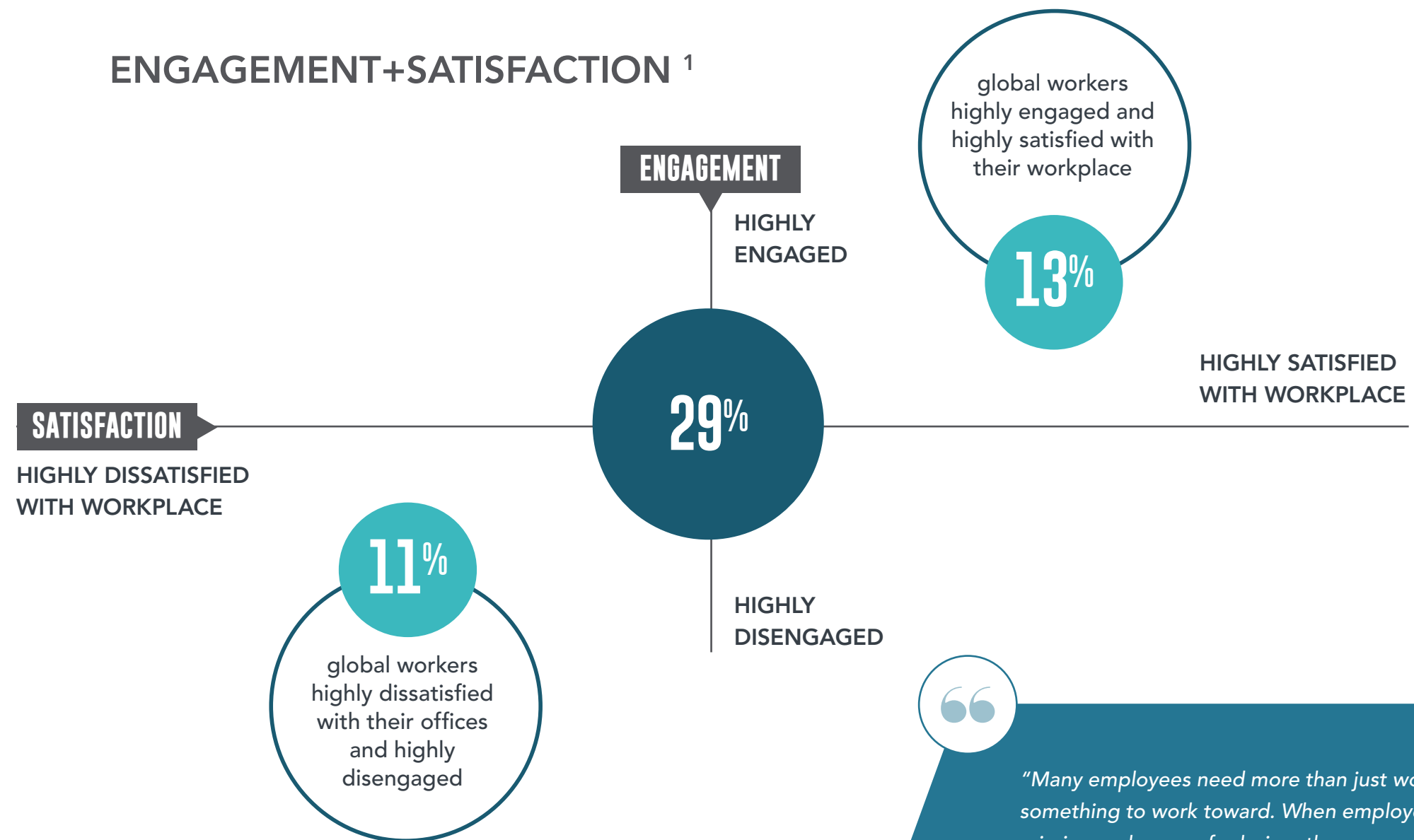
CREATING THE BEST WORKPLACE ON EARTH

1. Hassell Research

AMPLIFY BRAND RECOGNITION

The workspace is an important physical asset within which a high degree of ingenuity and productivity is enabled. There is a clear business objective to creating a work environment that inspires and motivates employees. It's extremely important for people within a company and from the outside to see the missions, goals and ideals portrayed in the physical space. This serves as a guide, a reminder of the overall corporate strategy. It's not just about the work, it's about the ideals and the message of a company that people can contribute to and become an integral part of.

ENGAGEMENT+SATISFACTION ¹



"Many employees need more than just work - they need something to work toward. When employees understand your mission and reason for being, they are more likely to feel that same pride and work in the same direction to achieve the goals you have set. Having a strong brand is like turning the company logo into a flag the rest of the company can rally around." ²

1. Engagement and the Global Workplace by Steelcase
2. Deluxe, 2015 Branding, Small Business

US businesses lose \$11 billion annually as a result of employee turnover. ¹



CIMPRESS | VISTAPRINT // WALTHAM, MA:

Graphic or digital product displays placed in gathering and amenity spaces reinforce the company the company purpose.



CIMPRESS | VISTAPRINT // WALTHAM, MA:

Accolades and Mission Statements on display where staff congregates reinforce company goals.

1. Bureau of National Affairs
2. JK Group: "Is 'Love' A Part of Your Workplace?"

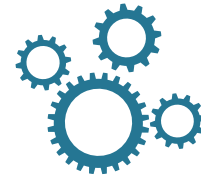
3. Gallup survey of 3,000 workers

FIRMS ENCOURAGING THE DEVELOPMENT OF STAFF STRENGTHS ¹



1. Harvard Business Review: "Developing Employees' Strengths Boosts Sales, Profit, and Engagement"

ELEMENTS DRIVING A HIGHLY ENGAGED WORKFORCE ¹



WORK
ITSELF



MANAGEMENT
ENVIRONMENT



FLEXIBILITY



INCLUSION



ABILITY TO
LEARN+GROW



TRUST FROM
LEADERSHIP



BOSTON SCIENTIFIC // MARLBOROUGH, MA:

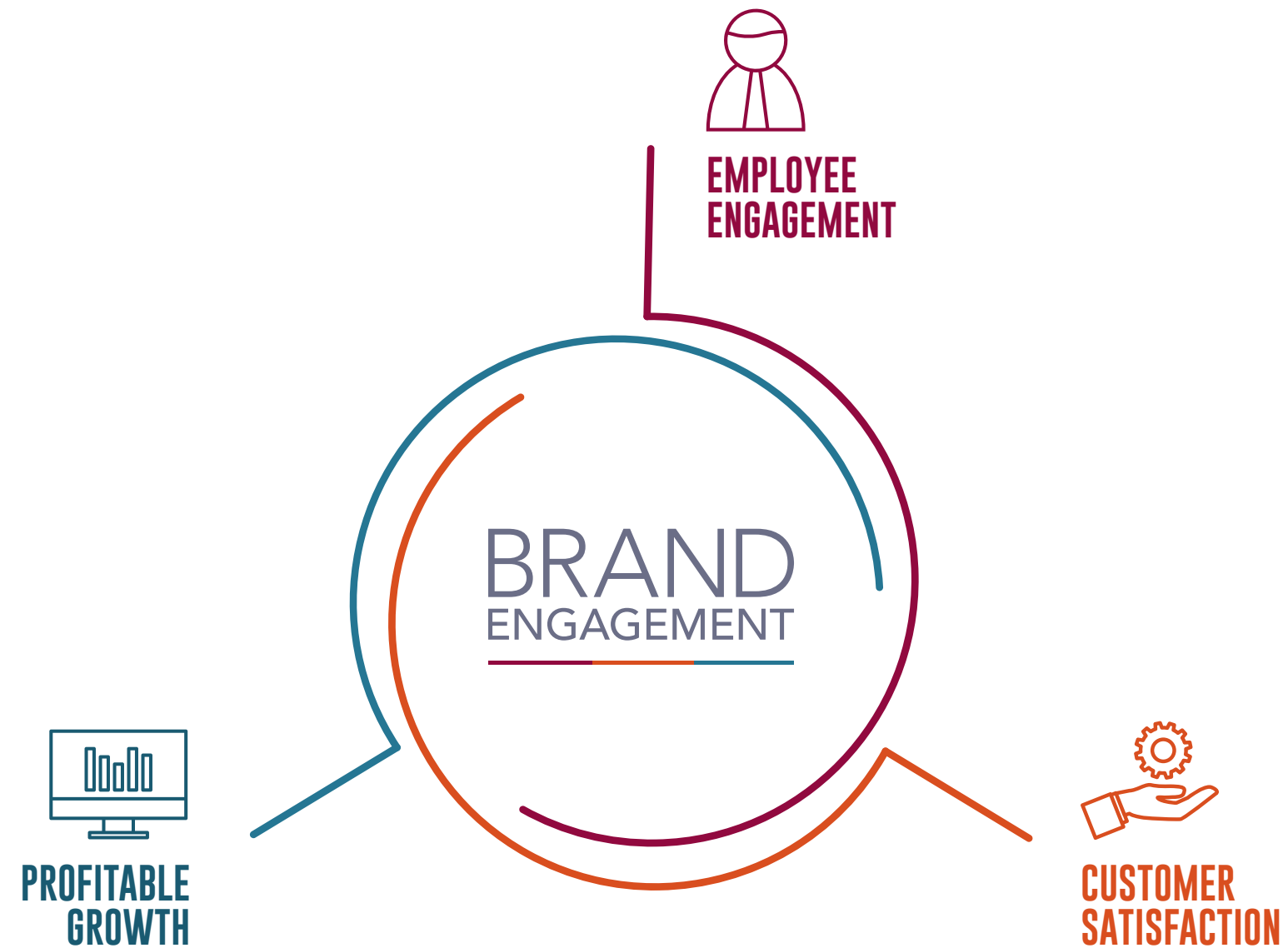
Upon entering the building, brand identity, showcased via interactive technology, is clear to staff and visitors.



BOSTON SCIENTIFIC // MARLBOROUGH, MA:

The “life” corridor describes real stories of those served by the company, connecting staff with the direct results of their work contributions.

1. Forbes: "Why Companies Fail To Engage Today's Workforce: The Overwhelmed Employee"



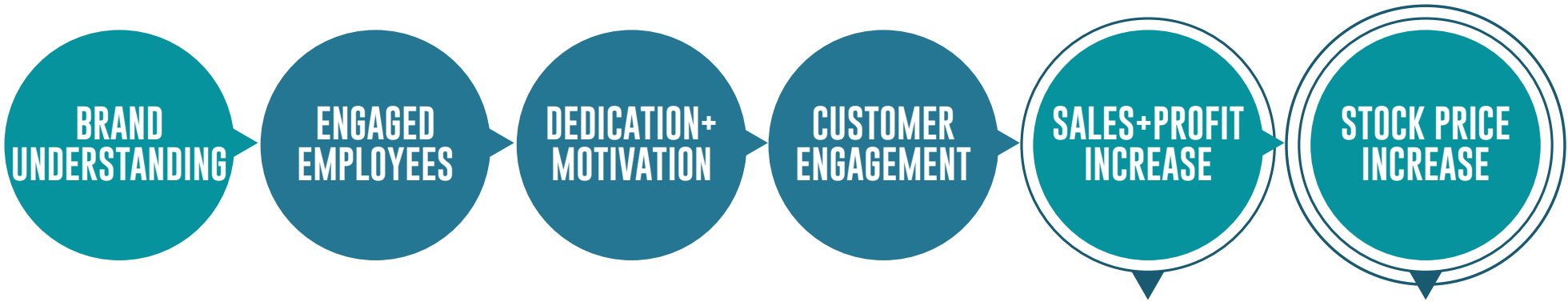
FULL EMPLOYEE ENGAGEMENT

For staff to be fully engaged, they have to have a complete understanding of the mission, brand, culture, and those impacted by their daily contributions. ¹

WHAT ABOUT YOUR COMPANY DIFFERENTIATES YOU FROM YOUR COMPETITION?
WHY ARE YOU IMPORTANT? WHY ARE YOU SUCCESSFUL?
THESE VALUES SHOULD BE REFLECTED IN THE DESIGN OF THE SPACE.

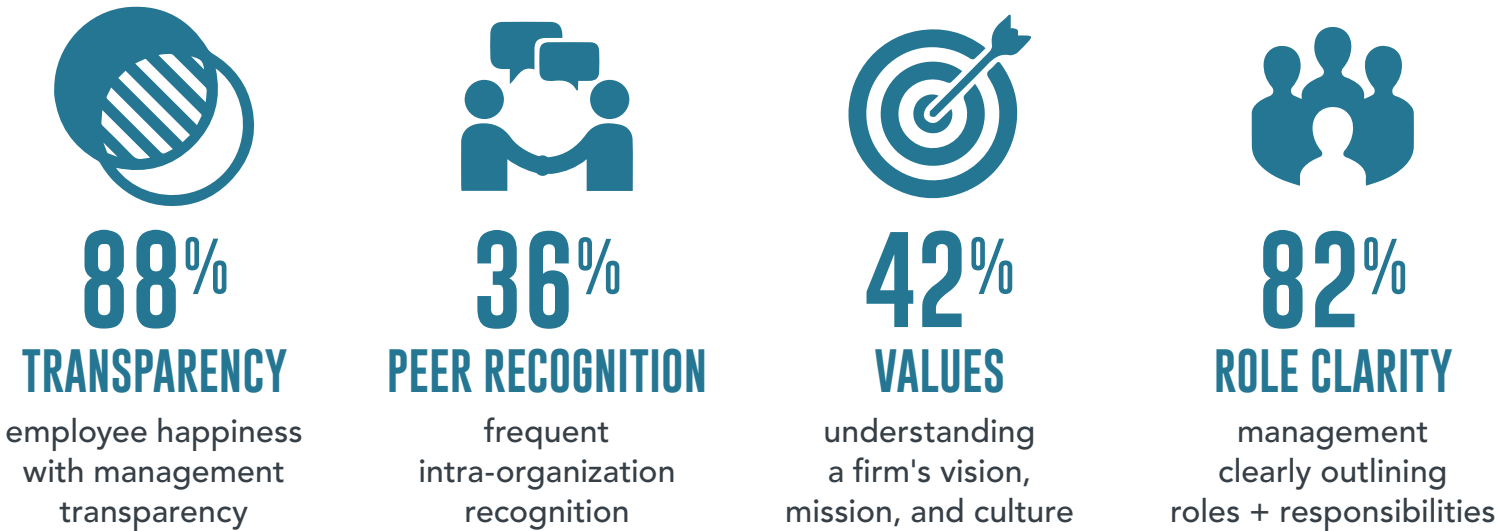
These concepts are displayed through branding in many forms: graphic design, space function, furniture, materials, and technology. Creating an environment in which everyone is aware of this mission through various types of media helps create an engaged workforce. Building an organization that is inspirational, empowering, enthusiastic, confident and valued will not only reinforce the mission and the brand, but will engage the culture living in it.

CREATING AN ENGAGED EMPLOYEE ¹



The top 25% of companies with the most engaged people **PRODUCED TWICE AS MUCH PROFIT AND 22% HIGHER SHAREHOLDER RETURNS** than the companies with the least engaged people. ³

ADDITIONAL TRENDS THAT COULD HELP TODAY'S WORKPLACE ²



CLICK BELOW FOR ADDITIONAL RESOURCES

OFFICE INTERIORS SAY A LOT ABOUT CORPORATE CULTURE

REINFORCING BRAND THROUGH INTERIOR DESIGN

HOW IS BRAND EXPRESSED IN YOUR WORKPLACE?

BRANDING WORKPLACE SPIRIT

1. Dale Carnegie: "Measuring Employee Engagement in Dale Carnegie Graduates"
2. TINYpulse.com: Engagement survey with over 40,000 respondents

3. Oxford Strategic Consulting



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