


A modern office interior with a blue overlay. The office features a large open-plan space with a curved desk, several ergonomic chairs, and a lounge area with a sofa and ottomans. Bookshelves are visible in the background. The blue overlay is semi-transparent and covers the entire image, with a diagonal split line separating the blue-tinted office scene from the white background on the right.

# WORKPLACE STRATEGY

LEVERAGING  
YOUR SPACE TO

**INSPIRE  
TOMORROW'S  
TALENT**

margulies **perruzzi**



# FUNDAMENTAL BUSINESS DRIVERS

**1**

**BETTER PRODUCTS/SERVICES – EFFICIENTLY DELIVERED**

**2**

**COMPETITION FOR TALENT**

**3**

**MOTIVATION OF EMPLOYEES**





# WORKPLACE TRANSFORMATION STRATEGIES

1

## INSPIRE CREATIVITY

Foster collaboration  
Support mobile work  
Provide quiet space

2

## ATTRACT + RETAIN TALENT

Create community  
Support social interaction  
Promote wellness

3

## ENHANCE MISSION ENGAGEMENT

Craft an image  
Amplify brand recognition



# 1. INSPIRE CREATIVITY

**FOSTER COLLABORATION**

**SUPPORT MOBILE WORK**

**PROVIDE QUIET SPACE**

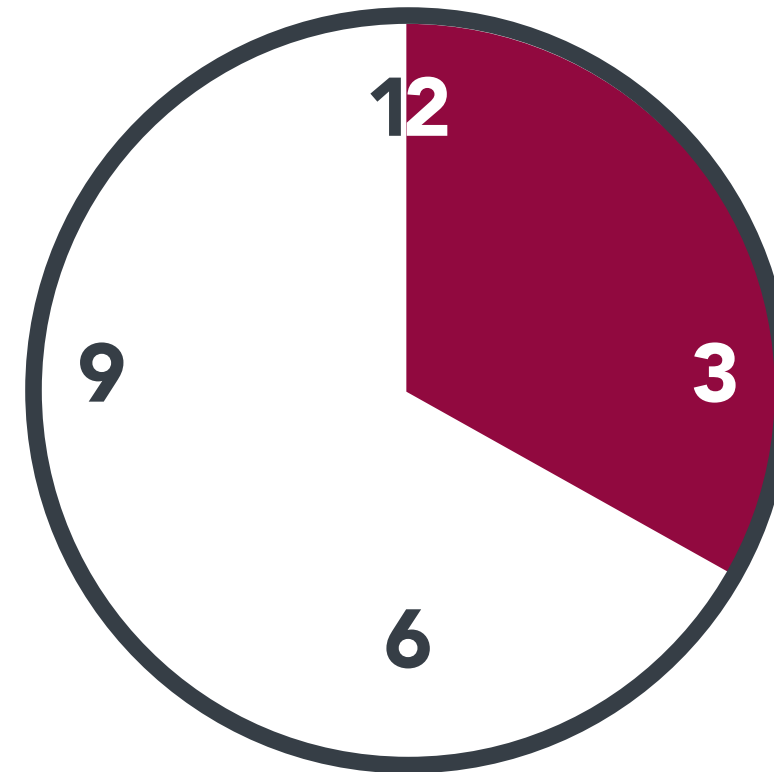


**1.**  
**INSPIRE  
CREATIVITY**  
**FOSTER  
COLLABORATION**

PERCENT OF TIME COLLABORATING:

**50%**

2-4 hours  
per day



**STRUCTURED**

**INFORMAL**

**AD HOC**

1.  
INSPIRE  
CREATIVITY  
FOSTER  
COLLABORATION



STRUCTURED

INFORMAL

AD HOC



1.  
INSPIRE  
CREATIVITY  
FOSTER  
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STRUCTURED

INFORMAL

AD HOC



**1.**  
**INSPIRE  
CREATIVITY**  
**FOSTER  
COLLABORATION**



**STRUCTURED**

**INFORMAL**

**AD HOC**



1.  
INSPIRE  
CREATIVITY  
SUPPORT  
MOBILE WORK



CONNECTED WORK



ACTIVITY BASED WORK (ABW)



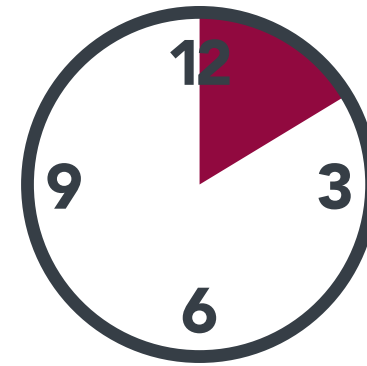
MOBILE IMMERSION



REMOTE WORK

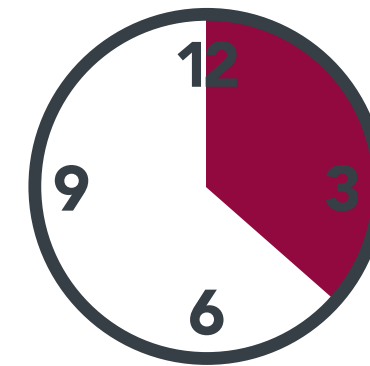


# 1. INSPIRE CREATIVITY PROVIDE QUIET SPACE



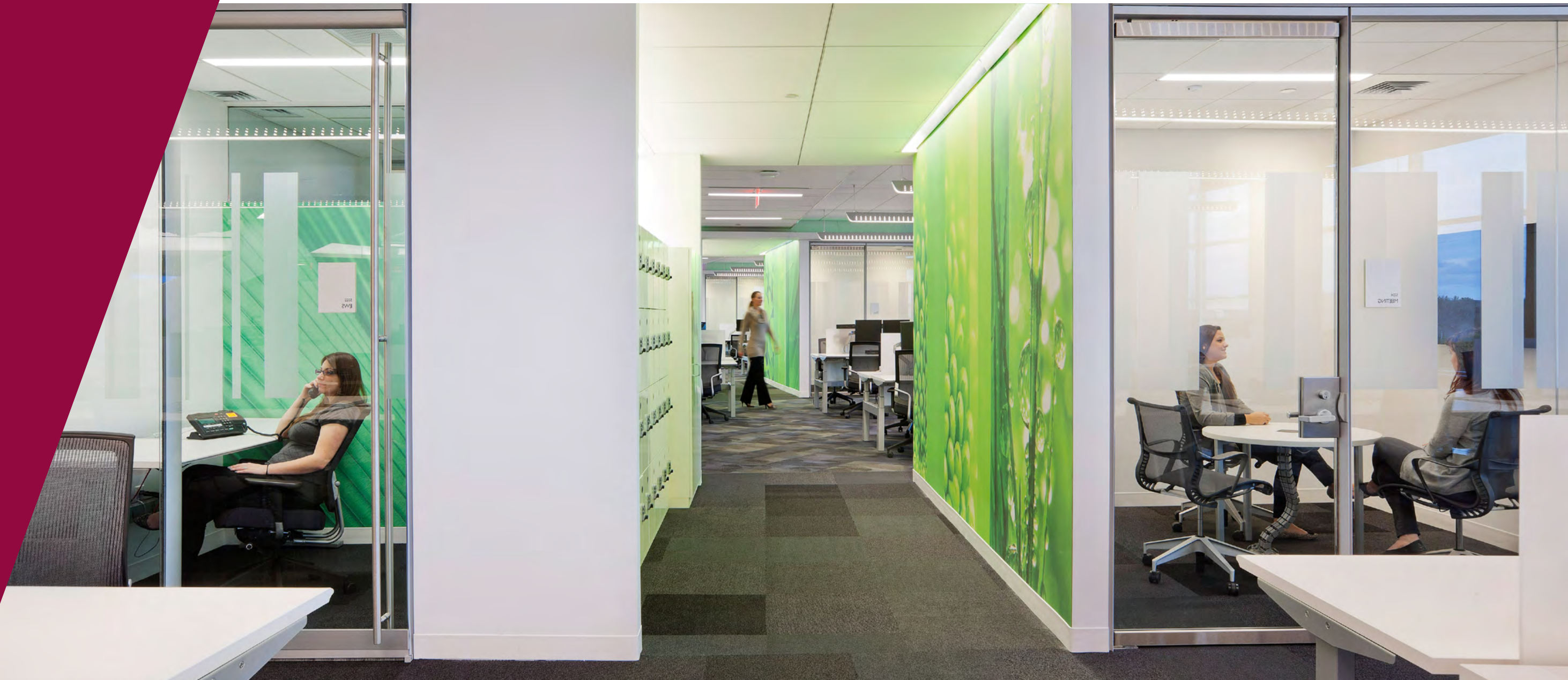
**11 MIN.  
INTERRUPTIONS**

We get interrupted  
every 11 minutes  
on average.



**23 MIN.  
WORKFLOW**

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







## 2. ATTRACT+RETAIN TALENT

**CREATE COMMUNITY**

**SUPPORT SOCIAL  
INTERACTION**

**PROMOTE WELLNESS**



## 2. ATTRACT+RETAIN TALENT CREATE COMMUNITY

96%



client efforts made  
to create spaces that  
help improve employee  
engagement





## 2. ATTRACT+RETAIN

### CREATE COMMUNITY





## 2. ATTRACT+RETAIN TALENT SUPPORT SOCIAL INTERACTION

36%



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





2.

ATTRACT+RETAIN  
TALENT

SUPPORT SOCIAL  
INTERACTION

## 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



## 2. ATTRACT+RETAIN TALENT

### PROMOTING WELLNESS

EMPLOYER  
BENEFITS  
FROM  
WELLNESS  
PROGRAM



**61%**  
REDUCED  
MEDICAL COSTS



**78%**  
REDUCED  
ABSENTEEISM



**80%**  
INCREASED  
PRODUCTIVITY



CIMPRESS | VISTAPRINT // WALTHAM, MA





# 3. ENHANCE MISSION ENGAGEMENT

**CRAFT AN IMAGE**

**AMPLIFY BRAND  
RECOGNITION**



### 3. ENHANCE MISSION ENGAGEMENT

## CRAFT AN IMAGE





### 3. ENHANCE MISSION ENGAGEMENT

## CRAFT AN IMAGE





# 3. ENHANCE MISSION ENGAGEMENT

## CRAFT AN IMAGE



"Lovin the kitchens"





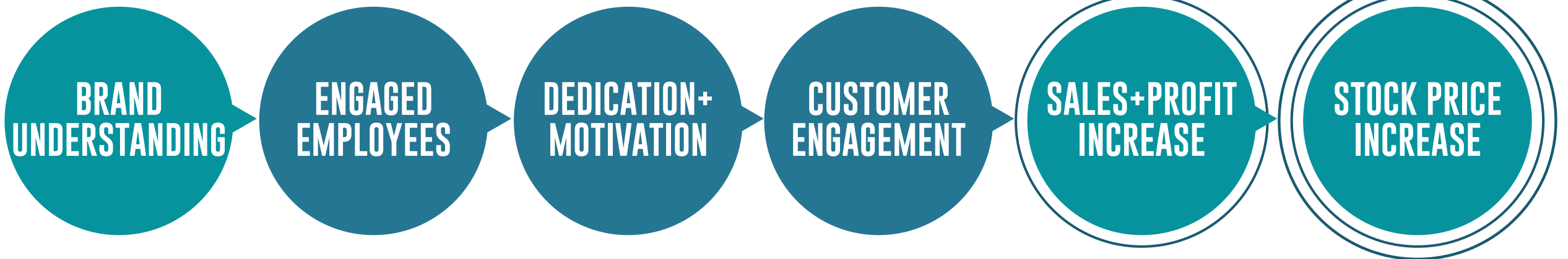
### 3. ENHANCE MISSION ENGAGEMENT

## AMPLIFY BRAND RECOGNITION

41%



employees who know what  
their firm stands for and how  
it differs from competition





3.  
ENHANCE  
MISSION  
ENGAGEMENT

AMPLIFY BRAND  
RECOGNITION



BOSTON SCIENTIFIC // MARLBOROUGH, MA



3.  
ENHANCE  
MISSION  
ENGAGEMENT  
AMPLIFY BRAND  
RECOGNITION



IRON MOUNTAIN // BOSTON, MA





# WHAT'S NEXT?

- “Social Systems Strategy”
- Place = culture
- New performance management metrics
- Acceptance of shared amenities
- Changes in commuting patterns
- Create a reason to come
- New metrics for valuing real estate





marguliesperruzzi