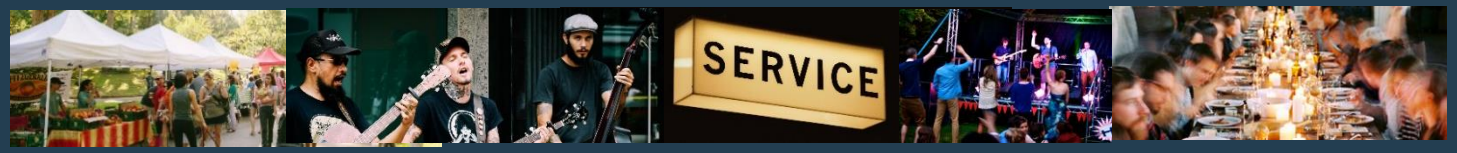
SPACE MATTERS!

Kaj Helstrand
Director SIGNAL DK

SIGNAL



IT'S ALL ABOUT PEOPLE!
& Curated experience

CONNECTING FUTURE OUTCOME WITH SPACE , PEOPLE & PRODUCTIVITY

Powered by ISS

SPACE AS A TOOL TO BETTER PERFORMANCE

Powered by ISS

SIGNAL

THE PERCEPTION OF WORK IS CHANGING...

Powered by ISS

FROM WORK AS A PLACE

TO WORK AS AN ACTIVITY

Powered by ISS

HOW DO WE WORK – ALONE OR TOGETHER?

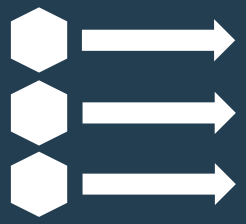
15–30 %
Average time out of office

30–55 %
Average time at workstation

15–30 %
Average time in meetings

Powered by ISS

TYPES OF COOPERATION ARE CHANGING



Aggregated Cooperation
They often take place in stable and repetitive environments

Sequential Cooperation
They often take place in more dynamic environments with a need for continuous adaptation to new conditions

Mutual Cooperation
Coordination takes place in the action and often in environments that are unpredictable

Increased focus on scrumming, diversity and connectivity

HOW DOES SPACE SUPPORT OUR CHANGE IN WORKING?

Several persons office

Large office landscape

One person cellular office

Activity based working environment &
The city as the Activity Based Workplace

THE LINK BETWEEN USE OF SPACE & PERCEPTION OF WORK

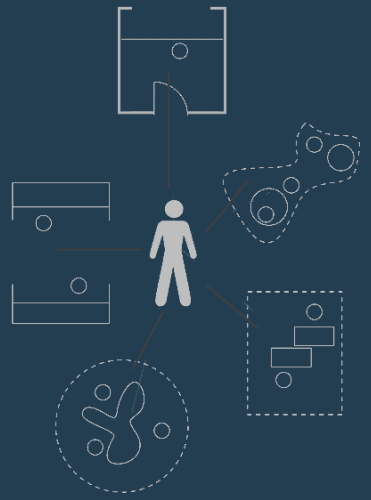
Private ownership of m^2 → Joint ownership of m^2

The more we share our m^2, the more facilities in the same or less place

Working alone 32 M^2/pers. → Collaborating 7 M^2/pers.

The more facilities, the more we support collaborative space

NEW FOCUS ON THE VALUE OF PROFESSIONAL NETWORK TO PROMOTE PERFORMANCE



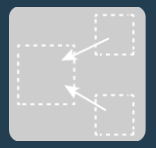
Employees that work in shared activity-based working environments have a larger multidisciplinary network within the organization than those who work from fixed desks and private offices

COLLABORATION AS A COMPETETIVE POWER

When people collaborate
they use less m^2
(SIGNAL BENCHMARK)

And they are:
15 % faster, on average
73 % better, quality
60 % more innovative
56 % are more satisfied
(DELOITTE 2015)

NEW CORPORATE FOCUS WHEN CHANGING SPACE



- Optimization of m^2

- Productivity, efficiency and increased performance –
  but with a new focus on outcome instead of output
  75 % of top executives thinks that there is a need to simplify work processes. Technology and globalization have created employees who are overwhelmed with information.

- Employee satisfaction
  50 % of top executives thinks that the biggest challenge right now is to create meaningful tasks with high commitment and job fit

- Innovation

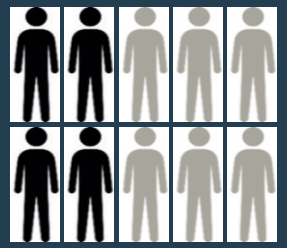
  94% of the companies says that it is essential for them to create the future organization.
  But only 56% says that they are ready to do it!
  (Deloitte survey in 140 countries & 10.000 companies)

SIGNAL

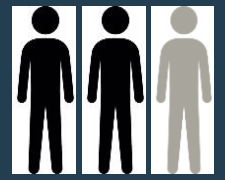
WHAT DO THE EMPLOYEES SAY ABOUT THEIR WORKPLACE?

Only **50 %** of the employees are proud to show their workplace.
Only **45 %** think that their workplace reflects the company's values.

60 % consider good colleagues as an important criterion for a creative workplace.



Almost **6 out of 10** think that inspiring surroundings are important to live up to their full potential.



Only **1 out of 3** thinks that their workspace inspire them to perform better.

TOP MANAGEMENTS ARE CHALLENGED ON INNOVATION

- In average, the next generation will have between 18–20 jobs in their work life career
- Multigenerational companies die out,
  Innovation is a requisite to keep on being at the starry sky
- Employees wants focus on work life balance
- Millenniums are entrepreneurs,
  freelancers, free agents, flexible work, part time work etc.
- Sick leave due to stress is still increasing

FUTURE WORK IS...

implementing a problem–oriented approach to workflows — connected to a 'learning by doing' approach.

It's about:

- Connecting different competencies
- The ability to translate theory into professional practice
- Critically evaluating and learn from different cultures and traditions
- Wanting to cooperate with someone, who can do something you can't.
- Being curious on experimenting,
- Facilitating and back up these processes

EMPLOYEE MEGATRENDS

The collaborative workplace

The mindful workplace

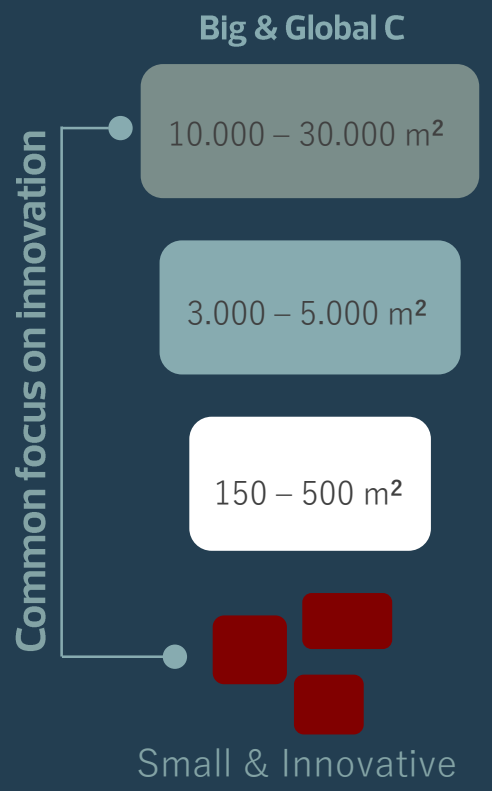
The ageless workplace

The intuitive workplace

For 70% of the millenniums workplace is more important than salary

Powered by ISS

COMPANIES AGREE ON MANY THINGS
WHEN IT COMES TO SPACE? LESS ON INNOVATION…



What do they all say

INCREASED FOCUS ON OPERATIONAL COSTS
incl. real estate tax

INCREASED FOCUS ON SUSTAINABILITY

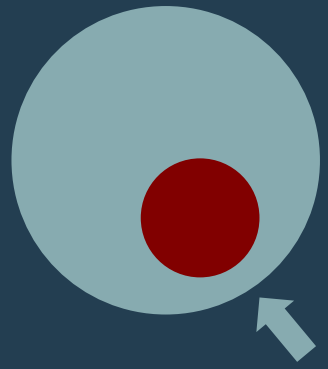
FOCUS ON OPTIMIZATION OF M^2
focus on lease / workplace not only lease / m^2

THE PHYSICAL SURROUNDINGS HAVE TO BRAND THE COMPANY / RECRUITING –

FLEXIBILITY TOWARDS FUTURE NEEDS / LESS AND MORE M^2
shorter notice periods

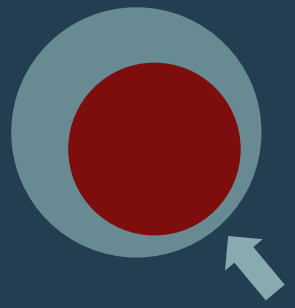
FROM HQ TO CLUSTER – THE ART OF SHARING...

"BETTER" RATHER THAN "MORE" / "ACCESS TO" INSTEAD OF "OWNING"



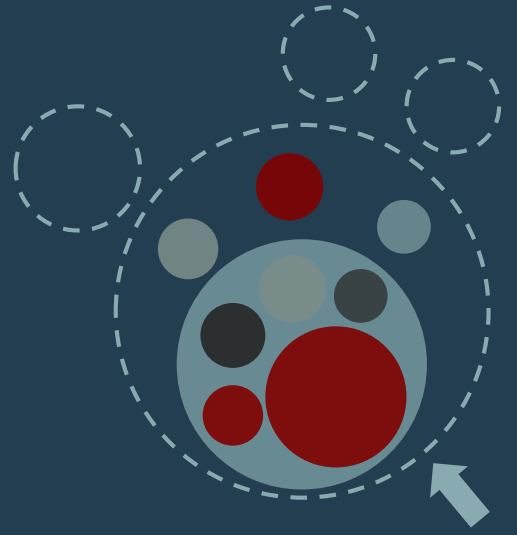
TYPICAL HQ

Small front office
Large uniformed back office



ACTIVITY BASED HQ

Large diverse front office
Small back office



ACTIVITY BASED CLUSTER

Large shared front office
Diversity in back office
Access to hubs & network
elsewhere in town

Powered by ISS

SAVE M² BY SHARING

Powered by ISS

NEW BUSINESS MODELS

FROM FACILITY MANAGEMENT TO PEOPLE MANAGEMENT

Facility Mgmt.

Reception
Lounge
Cafeteria
Meeting Facilities

Several types of memberships

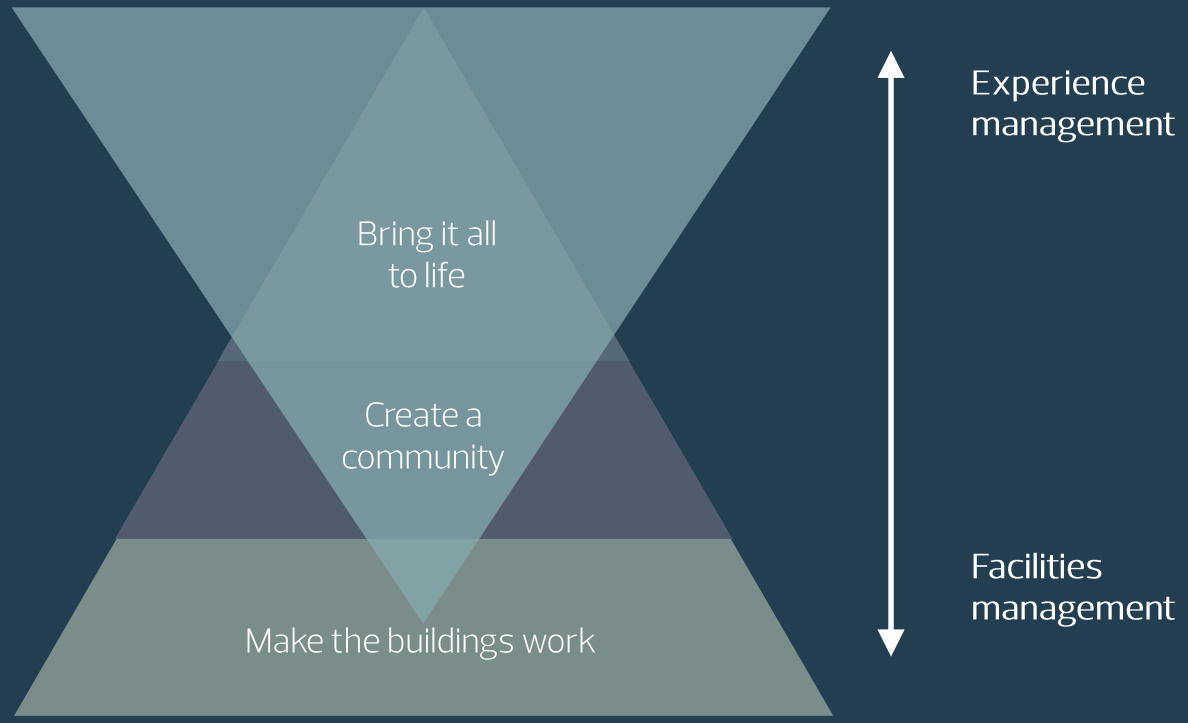
Flexible access to private desk in open office
Private office for SMEs
Virtual memberships
Plug ‘n’ Work

People Mgmt.

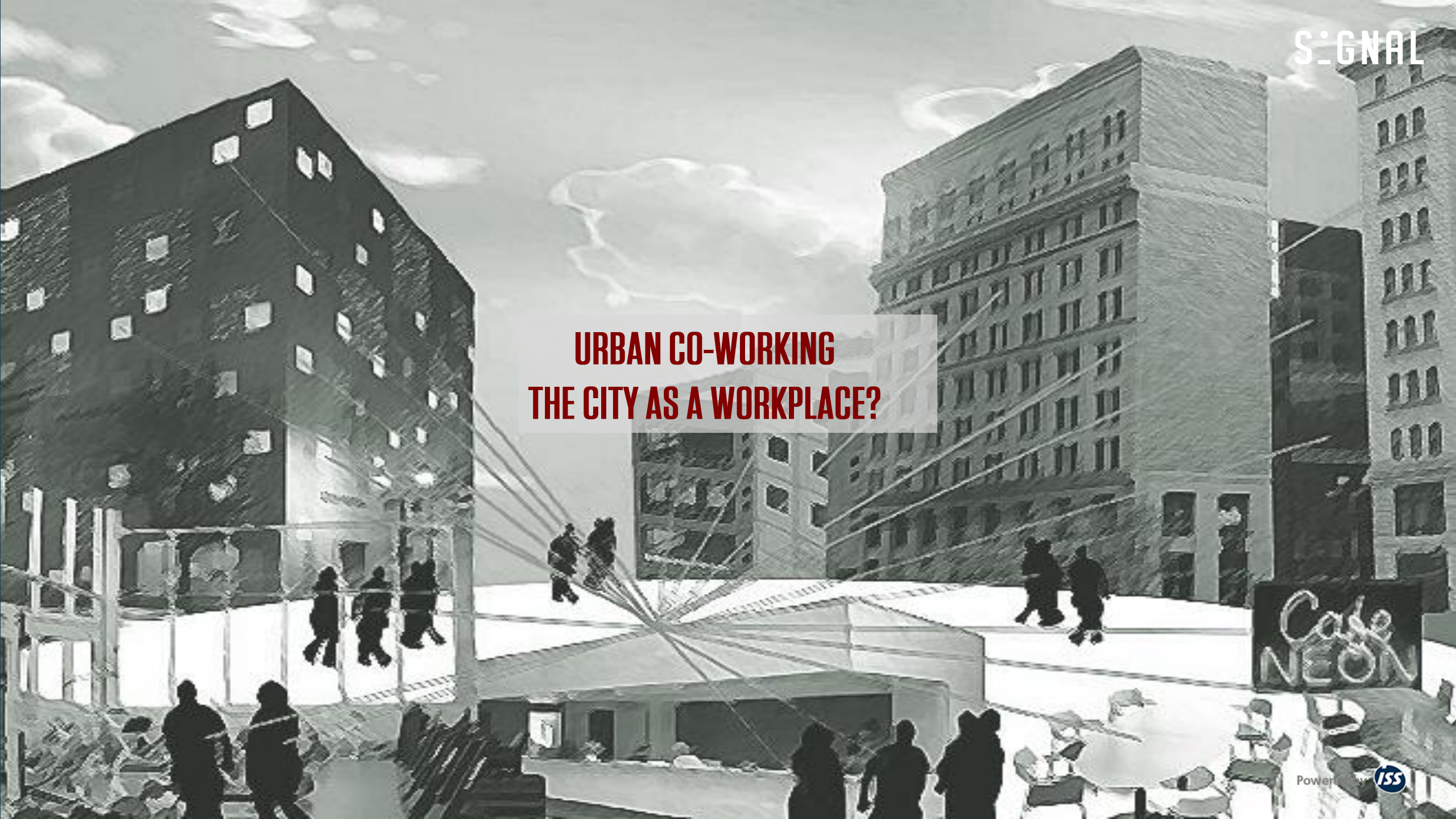
Community breakfasts
Business pitch
Incubator kids
Tech & Tonic
Thinking Tuesdays
Thinkubator

Powered by ISS

MOVING FROM FACILITY MANAGEMENT TO EXPERIENCE MANAGEMENT



Powered by ISS



URBAN CO-WORKING
THE CITY AS A WORKPLACE?

SIGNAL

It's all about outcome and curating experience

"connecting space
with
people & productivity"

Powered by ISS

S:GNAL

WWW.SIGNAL-ARKI.DK