

DESIGNING A CULTURE OF ENGAGEMENT

Space Matters





A large computer lab with many cubicles and people working at computers. The cubicles are arranged in a grid pattern, and each cubicle has a desk with a computer monitor and a blue chair. People are seen sitting at the desks, some looking at their monitors, and others talking to each other. The room is well-lit and has a professional atmosphere.

SPACE & ENGAGEMENT

A multi-level modern office interior. The space is characterized by vibrant red walls and glass railings with metal handrails. People are seen working at desks on different levels, and a blurred figure is in the foreground. The lighting is bright and even, highlighting the architectural details and the active environment.

SPACE & ENGAGEMENT

5 BUSINESS TRENDS





ENABLING TECHNOLOGY

Shifts 1.5 Years

Choice & Flexibility

Always On
24/7



SHIFTING DEMOGRAPHICS



Engaging

Solo



WAR FOR TALENT



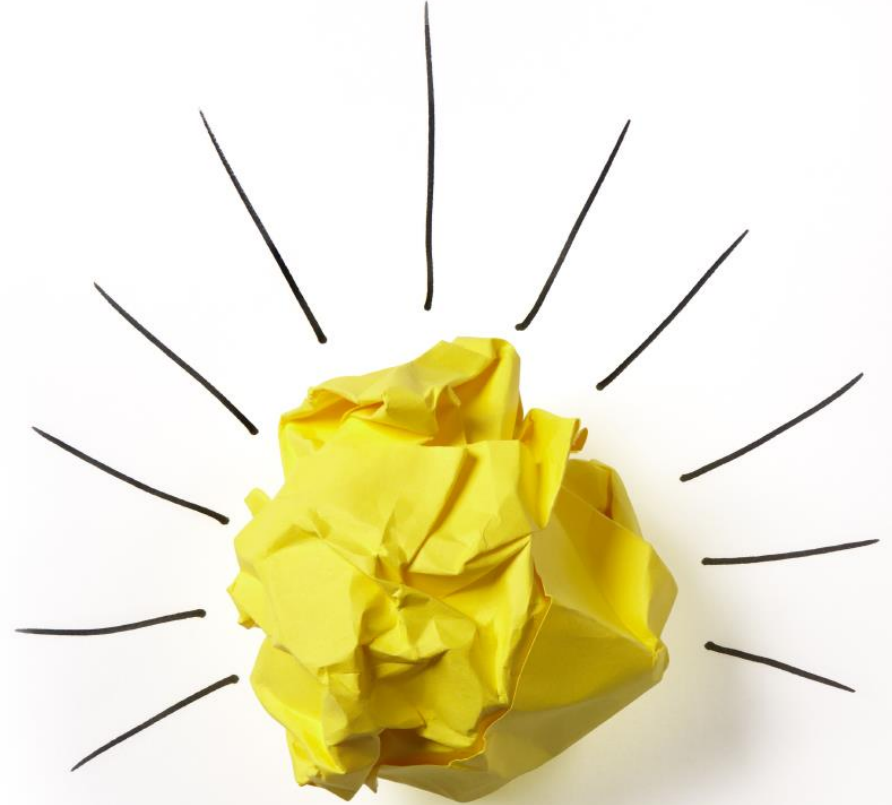
Recruitment:
Impacts 50%

...SPACE...

Retention:
Top 3 Factor



MANDATE TO INNOVATE



Engaged
Employees



WORK LIFE ~~BALANCE~~

BLUR



EMPLOYEE ENGAGEMENT



Discretionary Effort

Brand Alignment

Collaboration

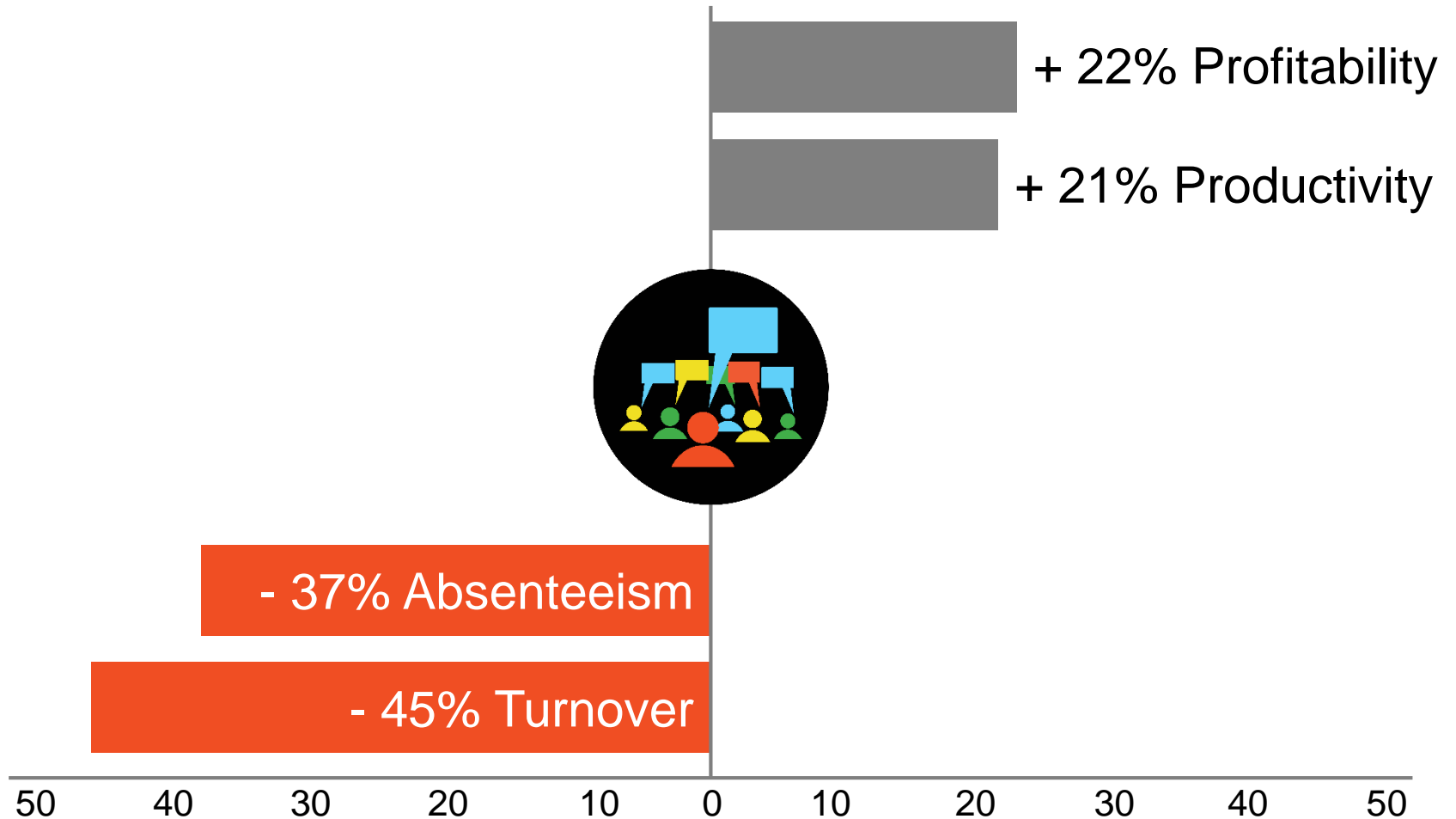
Innovation

Accountability



ENGAGEMENT IMPACT

The one lever that moves all other metrics



CULTURE **DISCRETIONARY EFFORT** CONNECTED ACTION
CONGRUENT WITH BRAND COLLABORATION **INNOVATION**
EMPLOYEE **ACCOUNTABILITY** PURPOSE BELONGING CO
OTHERS CULTURE TRANSPARENCY **KNOWLEDGE TRANSF**

ENGAGEMENT MATTERS

CREATIVITY INNOVATION WELLBEING CULTURE DISCRET
CONNECTED ACTIONS CONGRUENT WITH BRAND COLLAB
NOVATION EMPLOYEE **ACCOUNTABILITY** **PURPOSE** BELO
ULTURE **TRANSPARENCY** CONNECTED TO OTHERS KNOW

A collage of four images showing a modern office environment. The top image shows a mezzanine level with a glass railing and people in a meeting. The middle image shows a bright, open-plan office with desks and computers. The bottom image shows a person walking on a mezzanine level with a glass railing. The background of the entire image is a blurred office scene.

PEOPLE 82%

TECHNOLOGY 10%

PLACE 5%

Culture is the way we
Think
Act &
Interact

“Culture eats strategy for breakfast.”

- Peter Drucker

Space shapes our Thoughts Behaviors & Activities

“We shape our buildings, thereafter they shape us.”

- Winston Churchill



Culture

Think

Act

Interact

Space

Thoughts

Behaviors

Activities

CULTURE **DISCRETIONARY EFFORT** CONNECTED ACTION
CONGRUENT WITH BRAND COLLABORATION **INNOVATION**
EMPLOYEE **ACCOUNTABILITY** PURPOSE BELONGING CO
OTHERS CULTURE TRANSPARENCY **KNOWLEDGE TRANSF**

ENGAGED EMPLOYEE EXPECTATIONS

CREATIVITY INNOVATION WELLBEING CULTURE DISCRET
CONNECTED ACTIONS CONGRUENT WITH BRAND COLLAB
NOVATION EMPLOYEE **ACCOUNTABILITY** **PURPOSE** BELO
ULTURE **TRANSPARENCY** CONNECTED TO OTHERS KNOW

PURPOSE

VISIBLE TO STAFF & VISITORS



BELONGING

CONNECTED & SOCIAL



TRANSPARENCY KNOWLEDGE TRANSFER & ACCOUNTABILITY



VITALITY ACTIVE, MOVING & WELLNESS



TRUST CHOICE & MORE CASUAL



OPTIMISM CREATIVE, ENERGIZED & HOPEFUL



Culture...

A grayscale background image showing a hand holding a screw. The thumb is at the top, and the index finger is at the bottom, gripping the screw. The screw is oriented vertically, with its head at the top and its threads extending downwards.

EMPLOYEE ENGAGEMENT

...Space



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40 YEARS CREATING SPACES THAT MATTER
