



SMART OFFICE

**CHANGE YOUR SPACE, CHANGE YOUR CULTURE.
HOW TO DESIGN A PERFECT OFFICE.**

14.06.2017

SMART OFFICE: AREAS OF STRATEGIC DECISIONS

ACTIVITY BASED WORKSTYLE – KEY ELEMENTS OF SMART OFFICE

BEHAVIOURS

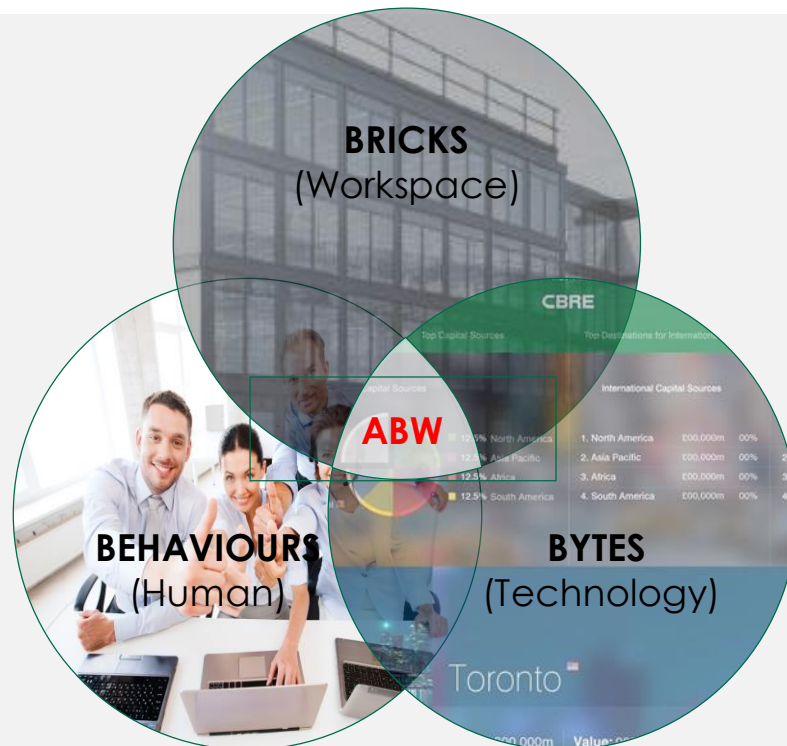
Business Model
Social Agreement and Employer Branding
Flexibility and Wellness

BRICS

Alignment of Design with corporate identity
Colours, materials, furniture look and feel
Ergonomics of workstation, alternative workplaces

BYTES

Mobility
Digitalisation
Monitoring



SMART OFFICE: COSTS ATTACHED

KEY DIRECT COSTS AREAS RELATED TO OFFICE RELOCATION

LOCATION

- Rental costs
- Retention and attrition of employees
- Prestige and market positioning

SPACE

- Fit-out
- Furniture
- Utilisation

IT

- Processes re-organisation
- New hardware
- Peripheral devices



SMART OFFICE: PRODUCTIVITY AT STAKE

IT IS CRITICAL FOR OFFICE SPACE AND CULTURE TO ALIGN

ALIGNEMENT MATRIX

	ABW Culture	Traditional Culture
ABW office	V	X
Traditional office	X	V

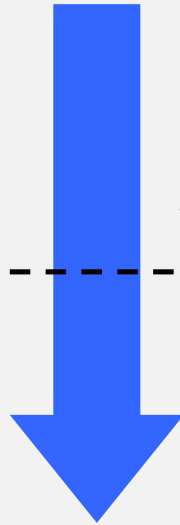
NEW WORKING CULTURE

NEW WORKING CULTURE NEEDS IMPLEMENTATION

SUCCESS DEFINED

- ☑ On Time
- ☑ On Budget
- ☑ On Specification
(Space & Technology)

-
- ☑ Behavioral Objectives met
 - ☑ Business Objectives met



Installation

Implementation



DEFINING CORPORATE CULTURE

CORPORATE CULTURE IS THE COLLECTIVE PATTERN OF BEHAVIOURS, VALUES AND “UNWRITTEN RULES” DEVELOPED OVER TIME.

KEY ELEMENTS OF CORPORATE CULTURE

Behaviours



Observable actions
Operations on a day-to-day basis

Values



Collective set of beliefs and expectations
Essential to personal and organizational integrity
Provide guidance for making and operationalizing strategic decisions

“Unwritten Rules”

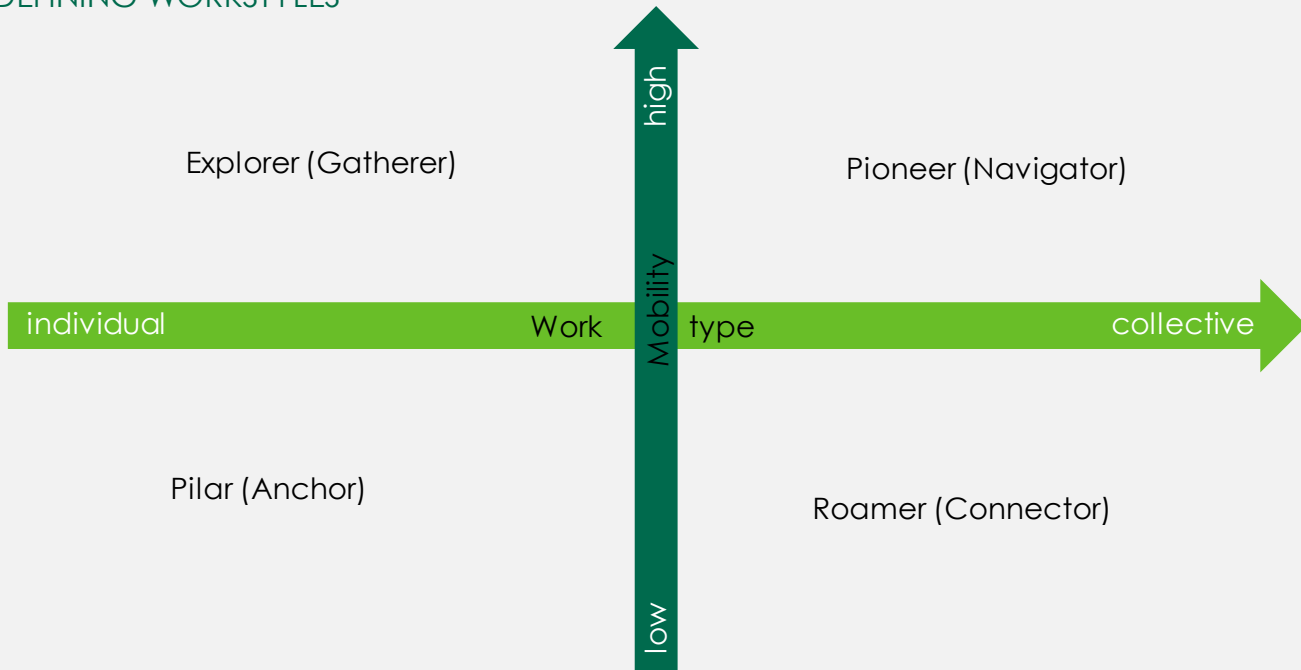


Are all derived from successful behaviors replicated over and over until they become “the way we do things around here”
Norms of behavior, either conscious or unconscious
Define right and wrong behaviors

SMART OFFICE: REQUIREMENTS RECOGNITION

WORKSTYLES SHOULD BE GRADUALLY ALTERED INSTEAD OF QUICKLY MODIFIED

PARAMETERS DEFINING WORKSTYLES



WORKSPACE CHANGE - CAST OF CHARACTERS

SPONSORSHIP IS THE SINGLE MOST IMPORTANT FACTOR IN ENSURING FAST AND SUCCESSFUL IMPLEMENTATION.

C

CHAMPIONS



Individuals who believe in the change and attempt to obtain commitment and resources for it, but lack sponsorship to drive it.

A

AGENTS



Implement change. Performance is evaluated based on implementation success.

S

SPONSORS



Authorize, legitimize and demonstrate ownership for the change: possess sufficient organizational power to either initiate resource commitment (Authorizing Sponsor) or reinforce the change at the local level (Sustaining Sponsor).

T

TARGETS

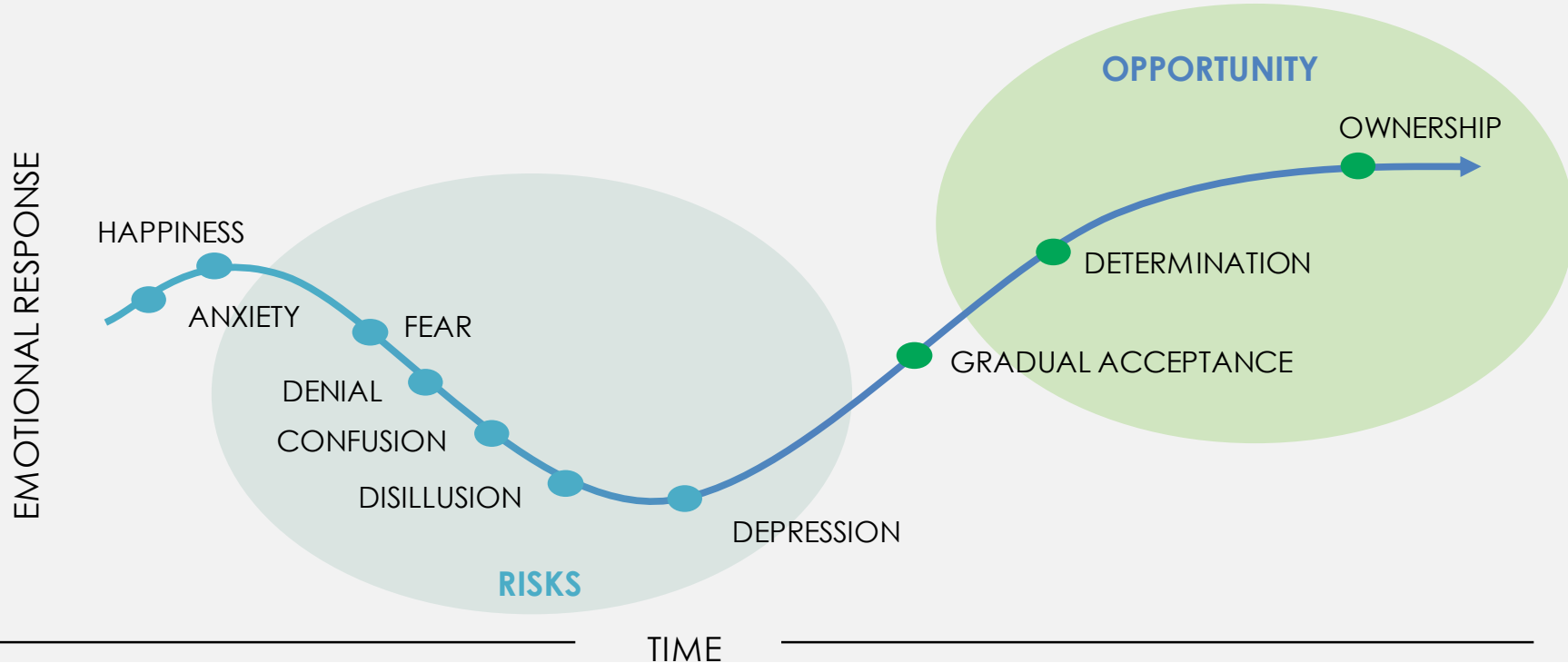


Change behavior, processes, knowledge, perceptions, etc.

REACTIONS TO CHANGE

CHANGE MANAGERS MITIGATE THE RISKS AND MAXIMIZE THE OPPORTUNITIES OF CHANGE TO ACHIEVE THE FULL POTENTIAL OF THE WORKPLACE.

THE CHANGE CURVE



The background is an abstract composition of various shades of green, ranging from dark forest green to bright lime green. It features a complex pattern of overlapping, semi-transparent geometric shapes, primarily triangles and polygons, which create a sense of depth and movement. The lines forming these shapes are thin and dark, contrasting with the lighter green areas. The overall effect is a dynamic, crystalline structure that resembles a modern architectural facade or a digital data visualization.

CBRE

THANK YOU