



OPPORTUNITIES
ARE WHAT
WE MAKE THEM

THE PURPOSE-DRIVEN OFFICE

APRIL 2024

EXPERIENCE
SQUARE FOOT™

THE OFFICE AS A PLACE FOR COMMUNITY & CONNECTION

As the evolution of work shifts towards a blend of office, home, and alternate spaces, the role of the office has transformed too. Rather than serving as the one place where we once completed all our tasks, employees have highlighted the importance of the office as a hub for fostering community and connection.

According to employees, the main purposes of the office include **facilitating collaboration**, **nurturing relationships**, and **promoting social interactions**.

In our latest Experience per Square Foot™ (XSF) Monthly Insight, we delve into the effectiveness of existing office environments in meeting these expectations of employees' in-office experience.

Source: C&W Experience Per Square Foot™ survey results from January 1, 2023 – December 31, 2023; n = 7,389

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TRADITIONAL WORKPLACE DESIGN FALLS SHORT

Present office environments are found to be lacking in fulfilling the primary purposes of the office.

According to XSF research, less than 60% of employees believe the office effectively supports its top three objectives:

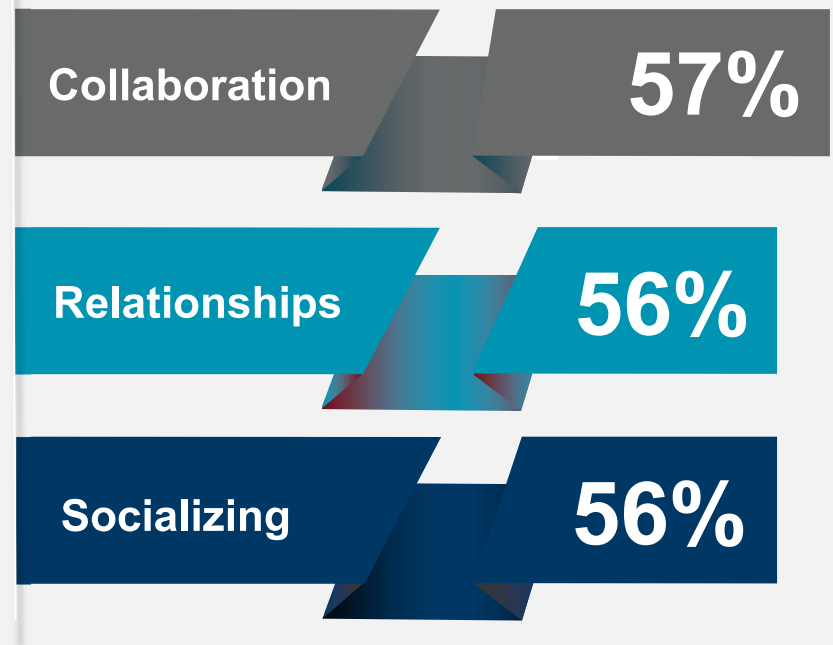
- ▶ Only 57% believe the office adequately **fosters collaboration.**
- ▶ Merely 56% believe the office sufficiently **facilitates relationship-building.**
- ▶ Similarly, just 56% believe the office **effectively promotes social connections and camaraderie.**

Our findings indicate there is a misalignment between traditional office designs and the newfound purpose of the office.

Source: C&W Experience Per Square Foot™ survey results from January 1, 2023 – December 31, 2023; n = 6,914

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Percentage of Employees Who Believe their Office Supports its Top 3 Purposes



Just over half the workforce think the office supports its main purposes.

INTEGRATE OFFICE PURPOSE WITH HOW PEOPLE WORK








Despite acknowledging that the office's purpose revolves around community and connection, employees are dedicating most of their time to individual tasks and virtual meetings.

Our research reveals that, on average, **75% of employees' time is consumed by focused work or virtual meetings.**

Striking a balance between fostering interpersonal interaction in a dynamic environment and facilitating individual work styles is crucial. Success is driven by providing suitable environments, amenities, services, support, and change management that encourage both individual productivity and community-building.

Source: C&W Experience Per Square Foot™ survey results from January 1, 2023 – December 31, 2023; n = 11,951

HOW WE SPEND OUR TIME

<u>ACTIVITY</u>		<u>AVG % OF WORKWEEK</u>
	Individual/Desk-Based Work	54%
	Virtual Meetings/Calls	21%
	In-Person Meetings/Collaboration	10%
	Socializing with Team, Manager, Peers	7%
	External Meetings/Traveling	6%
	Lab or Technical Tasks	5%
	Other	1%

Numbers do not add up to 100% due to averaging and rounding.

CURATE EXPERIENCES FOR NEW WAYS OF WORKING

Office space needs to be intentionally designed to curate the right experiences for employees. This entails a fresh emphasis on aligning experiential objectives with workplace resources and strategic investments.

Below are the four core experience elements that can be configured and combined in various ways to support different activities and tasks.

1. **Collaboration Experiences:** Designated zones and neighborhoods for teamwork and brainstorming.
2. **Focus Experiences:** Quiet areas for concentrated work.
3. **Social Experiences:** Informal areas to encourage interaction.
4. **Communication Experiences:** Dedicated rooms and areas for meetings, calls, and discussions.

At C&W, we specialize in developing a data-driven understanding of workplace effectiveness and enhancing office environments to deliver superior employee experiences. Contact us today to learn more about how we can help you improve your workplace.

The Intentional Workplace:
Designed to Support Four Core Experiences



FOUR CORE EXPERIENCES

The best workplace strategies enable a great experience by providing various work settings, tools and service people can select throughout the day.

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