

A modern meeting room with a long, light-colored wooden conference table and several wooden chairs. The room features wood-paneled walls and large windows overlooking a lush green landscape with a pond. Two pendant lights hang from the ceiling.

designwell

Workplace futures.
A fresh workplace
strategy for your business.

Prepared by Designwell



Hi, we're Designwell

A multi-discipline design studio with a **unique perspective** - here's three main ways **you'll experience our difference.**

1. Design thinking

Designing well doesn't start by just following trends. **It begins by understanding a situation well.**

We front-foot our process by gaining a deep understanding of how your organisation ticks. We get up close and personal - taking the time to study what 'best work' looks like for your staff, understanding what the particularities of your workplace and culture are, and what the future looks like for your business. With those insights in hand, and with practiced skills of ideation, iteration, and implementation, we can tailor the ingredients of your workplace design to meet the needs of your business now, and in the long run.

2. Brand integration

Brand is more than just a logo. It's how you're seen, recognised, and experienced - both internally and externally. Increasingly, brand is where the value of an organisation resides. Our unique point of difference is our ability to work across brand and space.



Designwell specialise in brand expression within and outside your space - whether designing and executing visual and graphic elements in digital or print, to creating a floor-plan, curating finishes and materials, or designing a piece of custom furniture. Creating spaces that embody and inform the experience of your brand by staff and clients is something we believe in and are very at home with.

3. Multidisciplinary Lens

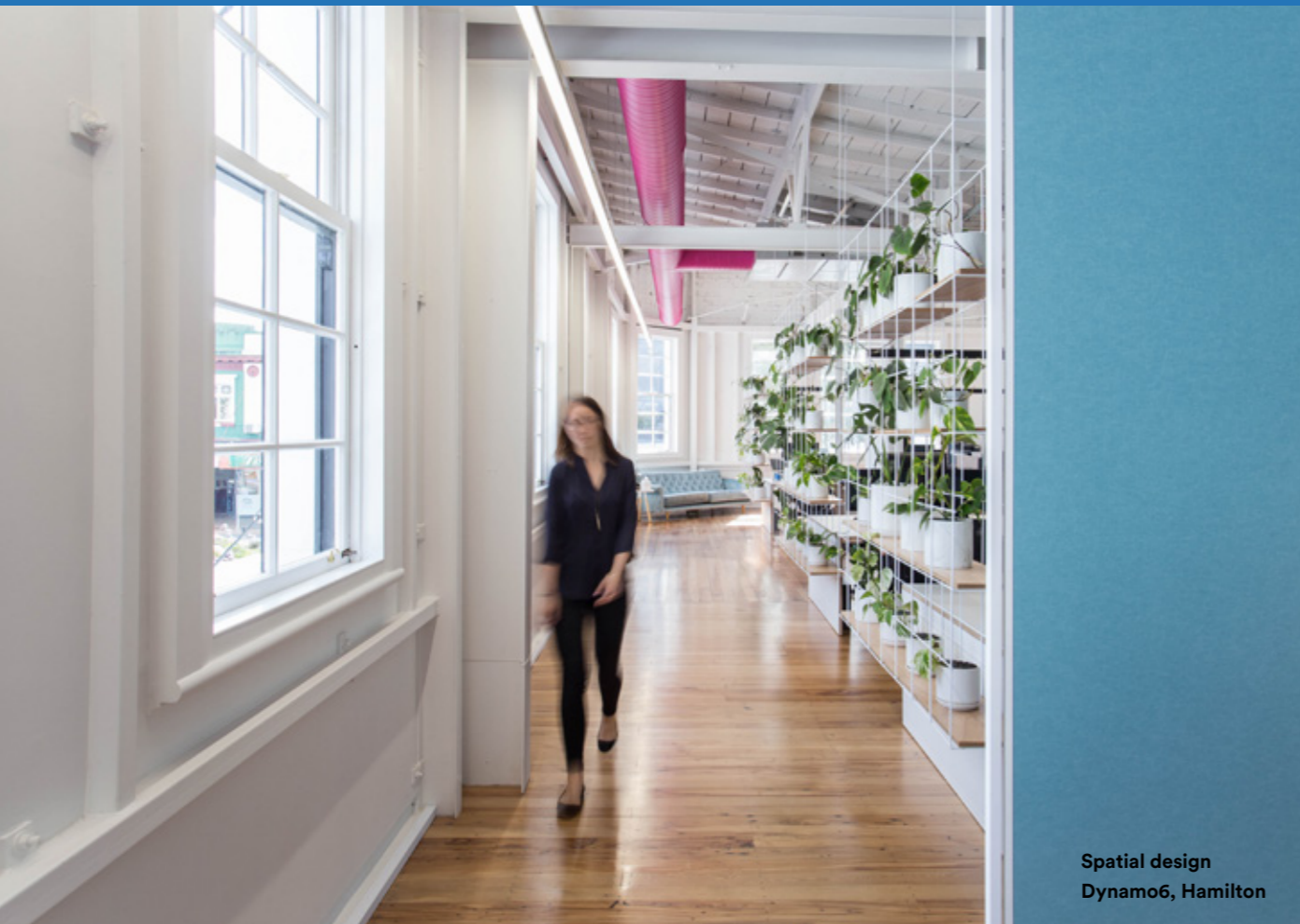
Bringing deep experience from disciplines of Industrial Design, Spatial Design, Branding, Communications and Workplace Health + Ergonomics, Designwell brings together a range of perspectives and skills to inform and implement a well considered and integrated workplace design that is about more than 'four walls'.

Brand and spatial design
Lachlan Muldowney
Chambers, Hamilton



Human creativity is the ultimate resource.

Today, knowledge work represents 60% GDP



Spatial design
Dynamo6, Hamilton

WORKPLACE STRATEGY: BREAKING DOWN THE JARGON

Workplace Strategy is the discipline of thoughtfully designing and aligning the physical workplace environment with an organisation's business objectives, culture, and brand so that best work is possible. Done well, it opens the door to greater efficiency and effectiveness in both work performance and operations, and creates an environment that is expressive and engaging.

Workplace Futures is Designwell's approach to creating a workplace that works. By deeply understanding your culture, people and tasks we uncover opportunities to supercharge the work environment.



How does your workplace help you to do your best work?

THE INGREDIENTS

Once we're well acquainted, we will work with you to determine which of these ingredients apply to your business, and specify a bespoke blend of these to guide your workplace design.

Maybe you're struggling with collaboration between teams? Or perhaps your staff who need to focus deeply are too distracted to be able to get their work done? Either has implication for what blend of ingredients needs to be dialed up or down to be the best fit for your workplace.

Over the next few pages, we will introduce you to the Workplace Futures ingredients, understand their impact, and show you how these have been expressed in different businesses.

**Workplace design drives
24% of job satisfaction.**

Workplace futures



Productivity
Efficiency
Collaboration
Creativity
Inspiration
Wellbeing



PRODUCTIVITY

Productivity. Getting things done both effectively and efficiently. Three evidence-based drivers for optimising productivity include:

1

Match space to task

Freedom from distraction is as critical to focus work as a readily available meeting space is to team work. Making sure that physical environments are tailored to the work-modes employed for distinct tasks improves performance.

2

Enable choice

The freedom and ability to exercise ones autonomy is an essential part of being human. It turns out that exercising this in the workplace - ranging from where to work, to turning the temperature up or down to suit - helps employees to work more productively.



Spatial design and custom meeting pod
Panama House - shared office
Hamilton

3

Get the basics right

Creature comforts - they matter a great deal in the workplace. Chairs, temperature, light - simple, easily modifiable environmental factors that help your staff to concentrate on the task at hand.

General conversational distraction causes 70 minutes of lost productivity in an 8 hour office day

(Harvard Business Review)

Designwell's recent workplace audit of a legal practice identified a 1/3 reduction in floor-plate size was possible without significant work-style changes.



Spatial design
Dynamo6, Hamilton



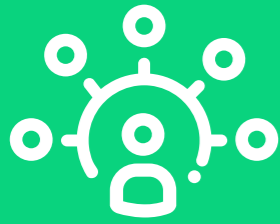
EFFICIENCY

Every business understands the relationship between operating efficiencies and a bottom line.

Maximising efficiencies (floor-plate and space utilisation) can be a key driver for workplace transformation, and in the right measure, may help fund it. However, care is required to find the right balance between maximising these efficiencies without compromising effectiveness.

The emerging area of environmental consciousness presents further opportunity to maximise efficiencies by way of reducing resource use and wastage - something that's good for the planet and good for your people. Clever design helps to take hold of the opportunities presented to your business by being smart in this area.

Where might your business save by a change of floor-plate, resources, or work style?



COLLABORATION

Two heads are better than one - never has this been more true than in the knowledge work age, where the ability to generate and spread new ideas is the basis for valuable work.

1

Group spaces

Critical to the exchange of tacit knowledge and shaping of ideas is conversation. Spaces need to be designed to provide adequate opportunity for this - whether a formal meeting room, break-out spaces, or a comfortable kitchen environment.

2

Integrated technology

Connectivity is the linchpin for a collaborative workplace, enabling staff to work effectively with each other across space and time. Getting this right unleashes the potential of both the physical and digital workspace, where mobile and team work is a reality.



Spatial design and custom furniture
Bettle Advertising,
Hamilton

3

Proximity & Serendipity

Humans are inherently social creatures. The way that translates in the workplace is that we are most likely to collaborate with people we are physically close to, can see, or happen to bump in to. Clever and considered design of a workspace layout - in both formal and informal areas - can help facilitate much needed interaction in the workplace.

80% of the most valuable interactions can be classified as short and informal - the kind that might occur in a hallway or at a coffee machine

(Kraut, 1990)

The probability of interaction between individuals declines significantly after the first 50m of separation

(Allen, 2004)

People think more creatively when ceilings are 10 feet high than when they are 8 feet tall.

Meyers-Levy & Zhu, 2007

People are more likely to think creatively with views of the natural environment and in spaces featuring natural materials.

McCoy & Evans, 2002



CREATIVITY

New, original thought is the holy grail of the knowledge worker.

Despite the challenge of doing creative work, there are principles that can be integrated in to workplace design that can optimise the workplace for creative thought.

Often creativity goes hand-in-hand with collaboration and the tools of idea sharing, but the flip-side of this is ensuring that there are spaces where individuals can concentrate and engage in deep, focused thinking. Shaping spaces that cater to both sides of this coin requires understanding of the nature of creative tasks that are particular to your work, and then integrating those insights into tailored, distinct work areas, as well as applying general treatments across the canvas of your workspace. Added to this, paying attention to architectural features such as windows and ceiling height, and cuing posture changes with furniture can all help prompt and facilitate the creative flow.

What might greater creativity mean for your business?

**An inspiring environment
persuades outsiders to buy
and insiders to believe.**

MỘT
HAI
BA
VÔI

Spatial design
Banh Mi Caphe
Hamilton

**75% of professionals say
that visible investment in
workplace design makes a
difference to their feeling of
value as an employee**

(Robert Walters Whitepaper)



INSPIRATION

The work environment is a powerful tool for attracting and retaining customers and staff, and creating culture.

Whether or not the message is being consciously managed, the physical environment presents clue about the beliefs and values of an organisation. At its best, this could be something that is compelling, affirming, inspires and promotes an ethos.

Because spaces are tangible, they are where your brand gets felt.

What do staff and clients experience when they enter your work space?



WELLNESS

An 8 hour work day represents around half of the average worker's daily waking time. What we do with our bodies during that time has significant impact on health outcomes.

There is a vast amount of evidence proving the economic value of a healthy workspace to a business - not to mention health and safety legislation being a key driver for businesses to reach for safer, healthier workspaces. But beyond economic and legal implications, making decisions that are oriented toward improving the working lives of employees is just a really great thing that businesses get to do. Here are a few keys to doing that.

1

Encourage movement

Not only is sitting all day really bad for us, it doesn't help our thinking either. Setting up a workplace to encourage occasional walking, or offering the chance to change postures will improve worker's comfort, reduce sickness and help them to live longer.

2

Ergonomic Furniture

Simple things like getting seat and surface heights right make a big difference to risk to injury and to productivity.

Spatial design
Bettle Advertising
Hamilton

3

Light Right

Ensuring the appropriate lighting distance, placement and colour has productivity implications for your workers, and exposure to natural light will help your staff work better in the day, and sleep longer at night.



4

Temperature & Air Quality

When it's right, you won't even notice it. When it's not, your staff will get sick more often, and their performance can be affected in the realms of 10%. Consideration to the the flow of air, humidity level and temperature could see your staff sick leave statistics dropping considerably.

5

Bring the Outdoors In

Ensuring your staff have plenty of plant life around them and access to an outdoors view has been found to increase productivity (up to 15%) and reduce sick days (6.5% less).

Our approach

We use design thinking methodology to deeply understand your people and how they work.

PHASE 0 - RESEARCH

Getting the *right* brief

PHASE 1 - DESIGN

Solving the problem

Discovery

Look, listen and learn

We spend time in your business to deeply understand your people, tasks, culture and brand.

- Company wide survey to uncover work modes, spatial features and individual to team level priorities.
- In-person interviews with a cross section of users
- Spatial review and walk-through of current workplace

Insights

Making sense

We synthesize our research findings into clear and actionable insights for design. We're looking through these lenses:

- What does productivity, collaboration, health and inspiration look like for this business?
- Where are the current wastes (noise, lack of collaboration, time etc.)
- What sort of people work here and what modes do they work in?
- How do customers & clients interact with the space?

Ideation

Shaping possibilities

We use agile tools to explore a wide set of solutions to the brief.

- Floor spatial planning
- Story boarding of spatial experience (visualize the key moments in the space)
- 3d modeling and rendered visuals of space
- Co-creation with our clients to refine ideas together in low resolution methods
- Prototype key experiences (e.g. sit to stand, privacy spectrum etc)

Development

Refining ideas

We have a unique set of skills to ensure what we design on paper is developed into thriving work environments.

- Design refinement of all bespoke FF&E
- FF&E schedule
- Design specification drawings for any custom elements required
- Initial tendering if required

PHASE 2 - IMPLEMENT

Making it a reality

CONTINUOUS - IMPROVEMENT

Track and refine over time

Tender

Cost effective execution

We have a trusted team of contractors and partners, experienced in their field, who we can work with to provide pricing on off the shelf FF&E or custom elements such as lighting, furniture, technology, internal and external signage and branding.

Manage

Detail focused

We're experienced in project managing the design and fit-out of commercial interiors across retail, office and hospitality. We work alongside architects and construction teams to ensure the interior design and fit out is executed as intended.

Review

Adapting to changes

The shape of your business is always in flux. People come and go, culture shifts, and business needs adapt. Your work space needs to adapt with these changes yet so many are fixed in time and space.

We offer quarterly workplace reviews to ensure the design we've implemented is working. The ability to track space utilisation, social interaction rates, environmental conditions and workplace productivity is now on the horizon and we believe your space should evolve and adapt as effortlessly as your phone does.

Improve

Version updates

In the digital world we have the luxury of updating firmware as often as we'd like. What if our physical and connected spaces could upgrade with improvements as quickly?

By reviewing your workspace frequently we can learn and track how the current design is performing. If we design with modularity and flexibility in mind making these updates shouldn't have to be a pricey decision.

We'd love to hear from you.

Alexander Wastney - Director

alexander@designwell.co.nz +64 21 468 660



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Designwell Ltd, Panama Square
14 Garden Place, Hamilton
New Zealand