



How to Develop a Smart Workplace Strategy

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After the economic downturn in 2008, companies got creative to deal with space issues. This creativity influenced the workplace strategy for today's corporations. When companies need to improve workspace efficiency, **they utilize space to its maximum potential.** This workplace strategy allows organizations to achieve the greatest return on their space investment.

The Millennial Generation has taken the workforce by storm and are often drawn to technology, software, and investment sectors, which have oriented their workplace strategy accordingly.

According to the US Chamber of Commerce Foundation, Millennials are taking the office space to the next level because of their computer use. Their main sources for news are the Internet (59%) and TV (65%). Less captivating to this generation are newspapers (24%) or radio (18%). This also affects how they work, by printing less and storing more documents on servers. **Connectivity is key to their work output.**

This new workforce favors smaller workstations for “Focus Work.” Smaller workstations should allow for quicker connectivity at desk height, facilitating ease of access for technology needs. Space is also needed for collaboration and flexibility among employees. Huddle rooms or private alcoves with soft seating are located in the space for private phone calls or meetings. The integration of audio/visual and real-time video conferencing is also valuable for collaboration. The entire facility is a shareable office.

But looking to the future, will these strategies be enough?

The new workforce values work-life balance and organizations are shifting their approaches accordingly. For example, a large hotel chain’s headquarters in NJ recently published ***a list of on-site amenities offered to their employees, including a 24-hour health club, full-service cafeteria, coffee shop, convenience store, and a credit union.*** These offerings attract talent, keep employees happy, and reduces carbon footprint by keeping people on-site for a good portion of the day. Going “Green” also helps companies become more attractive to future employees. (For more on Green Building, check out our blog: <http://blog.thebluebook.com/green-new-black-4-ways-green-facility/>)

A sharp workplace strategy supports the changing nature of work, while incorporating budget conscious “Green” decisions that reflect and influence evolving market conditions and company priorities. A company’s mission statement that includes “sustainability” is always more enticing for recruiting. Creating such an environment establishes brand loyalty and helps the employee feel connected to the company’s mission, beyond making a profit.

A successful workplace strategy escalates efficiency, promotes inventive use of work space, encourages employee performance, and can potentially return the cost of your investment. Guided by the ever-changing economy, technology, and workforce, companies must adapt to stay relevant.

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