

Change Your Space, Change Your Culture

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HAWORTH





IBM asked more than 1,600 CEOs:
What keeps you up at night?

The answer:

INNOVATION





Inside organizations:

50% of all workspace is wasted space.*

70% of all employees are disengaged in their work.**

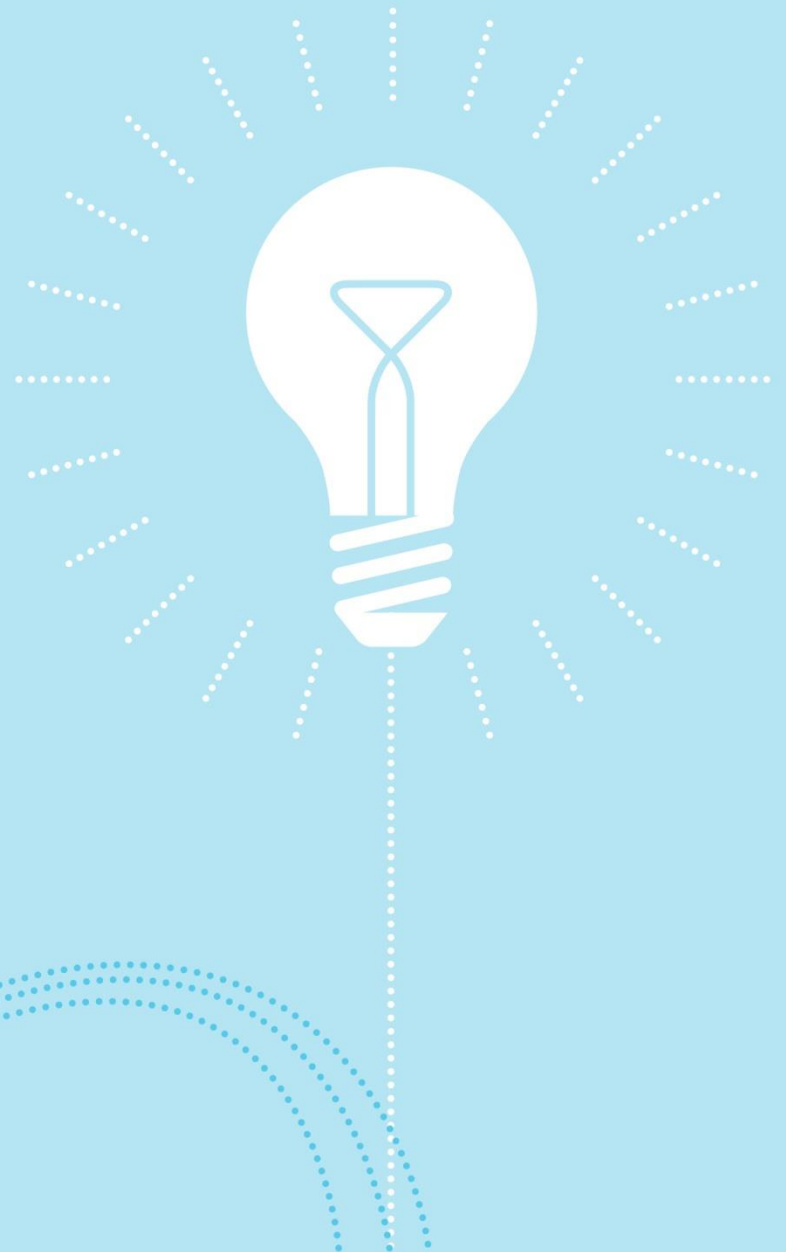
Bottom line? Disengagement adds up to an estimated cost of ***one trillion dollars a year*****

*CoreNet

**Gallup

Innovation is a product of organizational cultures that make collaboration a priority.

- A quality culture at work leads to engagement.
- Engaged workers find solutions together.
- When smart teams collaborate they discover breakthrough ideas.



“MODERN” OFFICE

- Built around ideas more than half a century old
- Average age of a building = 60 years old
- The private office has existed more than 80 years.
- The cubicle is 50+ years old.

Old models focus on:



Lighting



Acoustics



Budgets



Standards



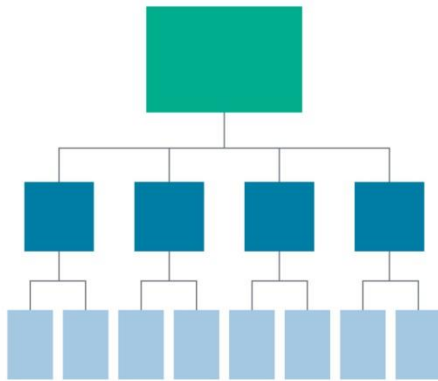
Ergonomics

People are still using old ideas to design buildings...

It's time to shift the focus to designing spaces for how life happens at work.

Paradigm Shift

Complicated

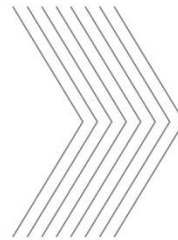


Roles and Responsibilities

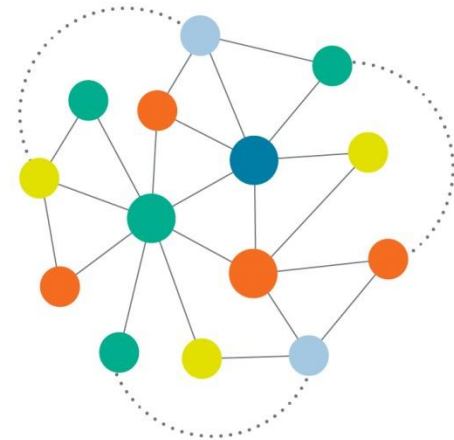
Linear

Predictable

Can Calculate Cause and Effect



Complex



A Network of Commitments

Iterative

Adaptable

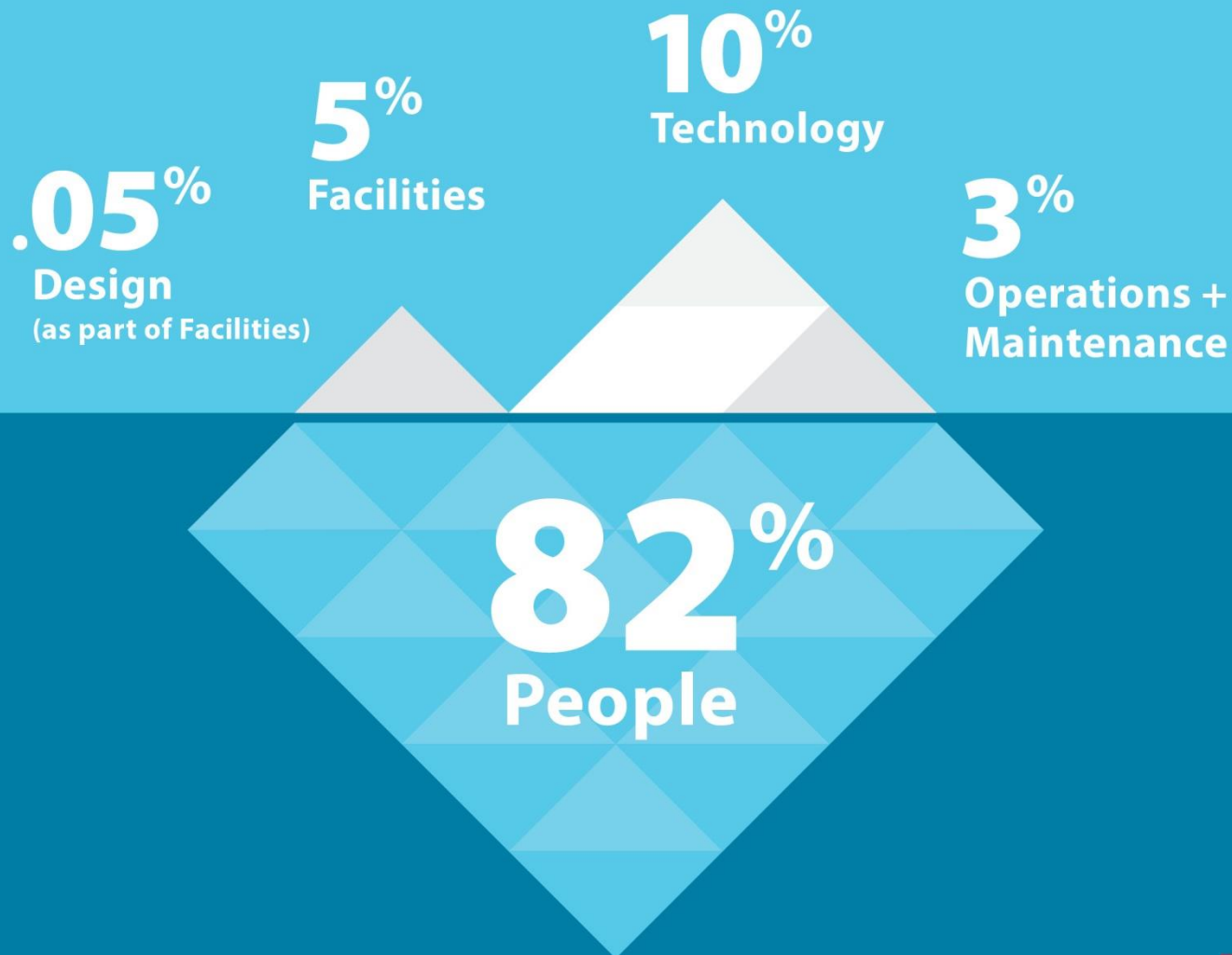
Cause and Effect are
Unpredictable

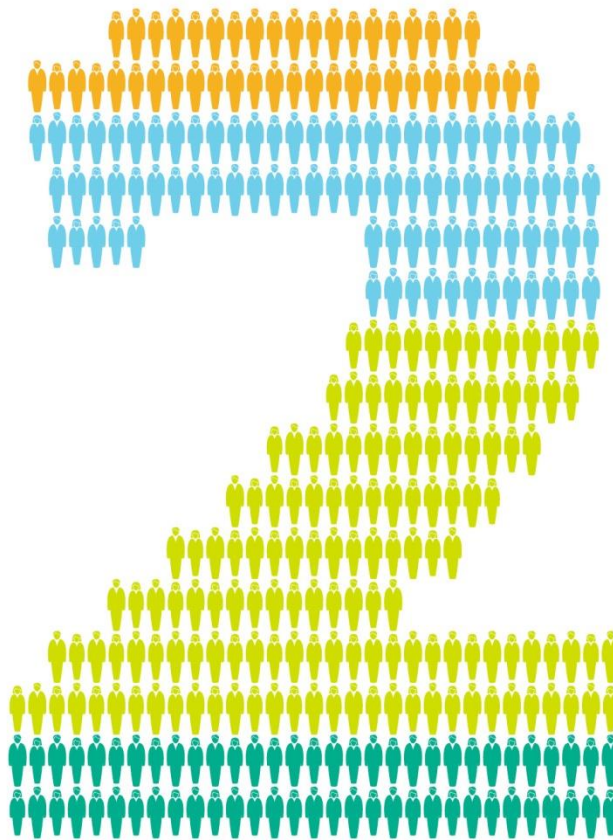
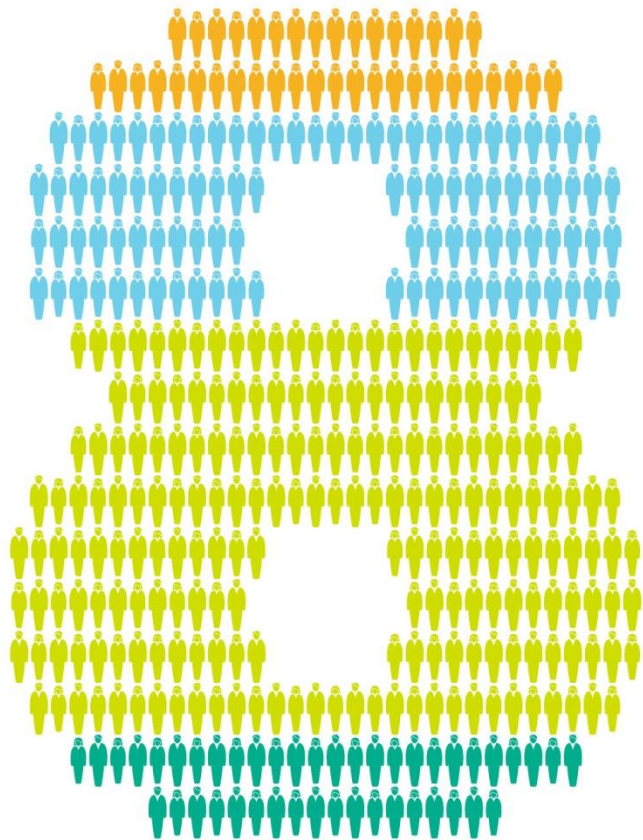


Focus on:

- Agility
- Culture
- Innovation
- Engagement
- Collaboration
- Resilience

Most space decisions are financially driven. The average cost of a building:





%

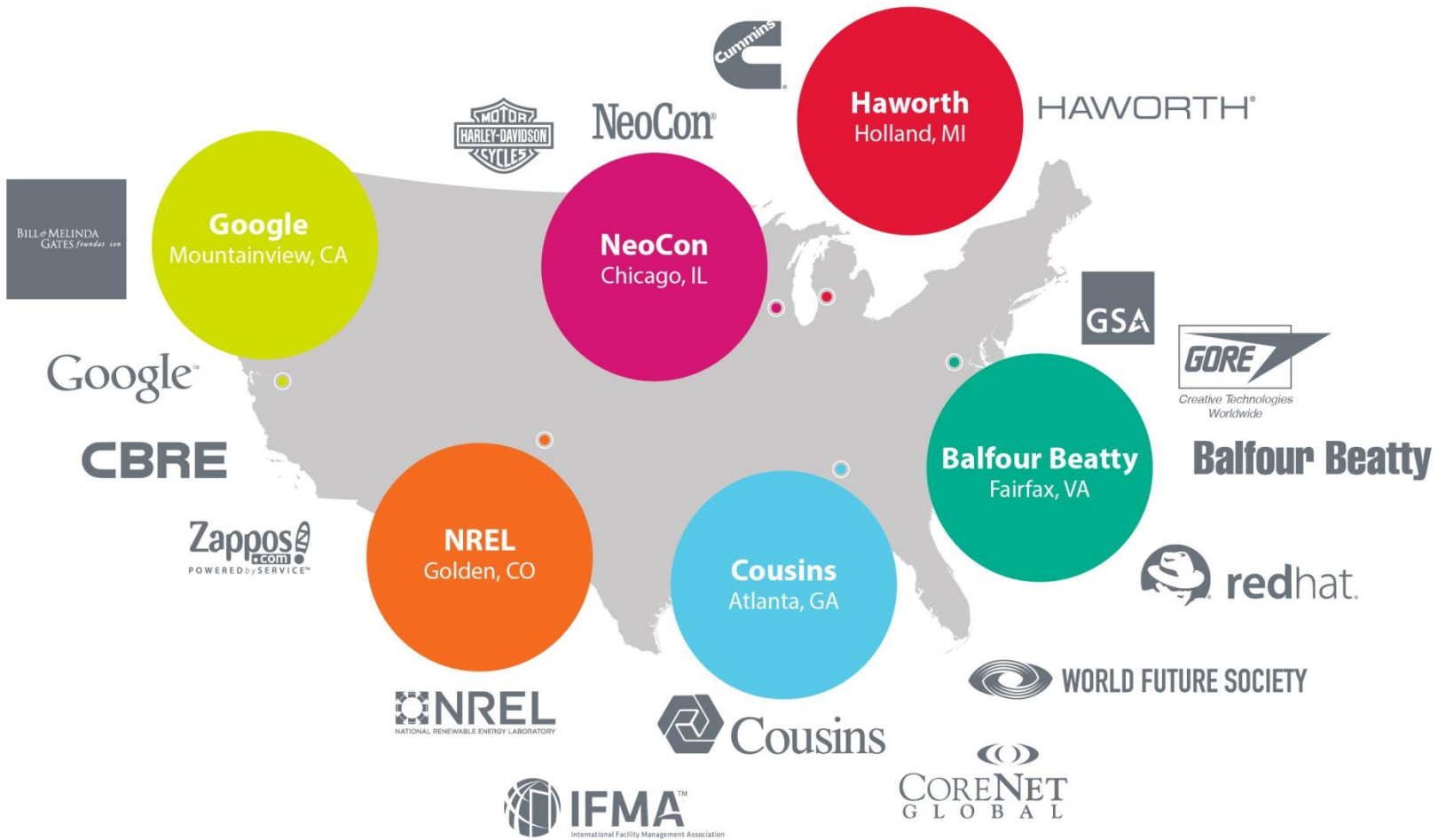
-  **Engaged**
-  **Kind of Engaged**
-  **Disengaged**
-  **Toxic**


A man with short dark hair, wearing a blue sweater over a light-colored collared shirt, is sitting at a wooden table. He is looking down at a tablet computer that is propped up on the table. He has a watch on his left wrist and is using his fingers to interact with the screen. The background is a blurred office or home setting with shelves and a couch.

Digital Natives

- Grew up with mobile devices
- Space is less about a dedicated office
- Go to work to connect, collaborate, and interact
- Majority of the workforce by 2020

Summits conducted across the U.S.

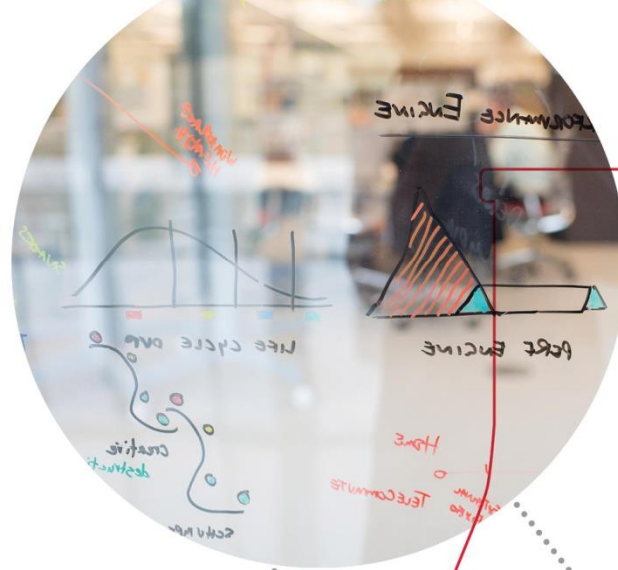


A woman with dark hair and glasses is looking upwards, holding a yellow sticky note in her right hand. The background is a white wall with several other sticky notes in various colors (yellow, green, pink).

The participants engaged in workshops and brainstorming activities, listened to expert speakers, generated ideas, and problem solved.

Culture

is the catalyst for engagement,
collaboration, and innovation.



Thank You

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