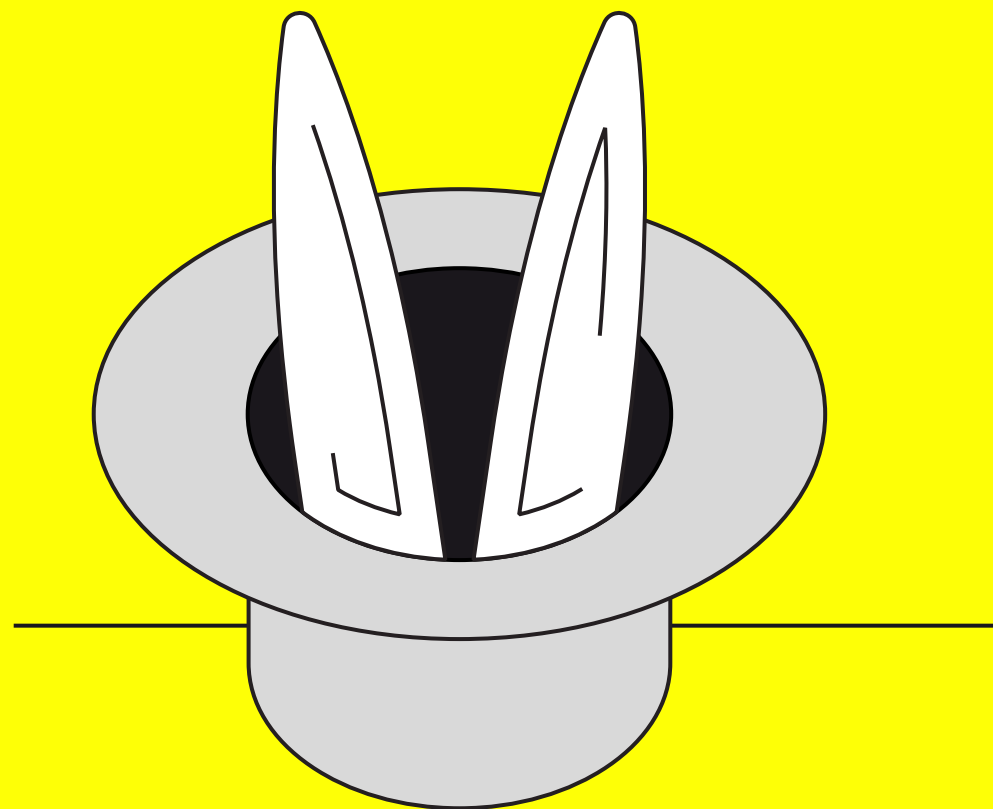


Office First

Read our guidelines and
protect your workforce.

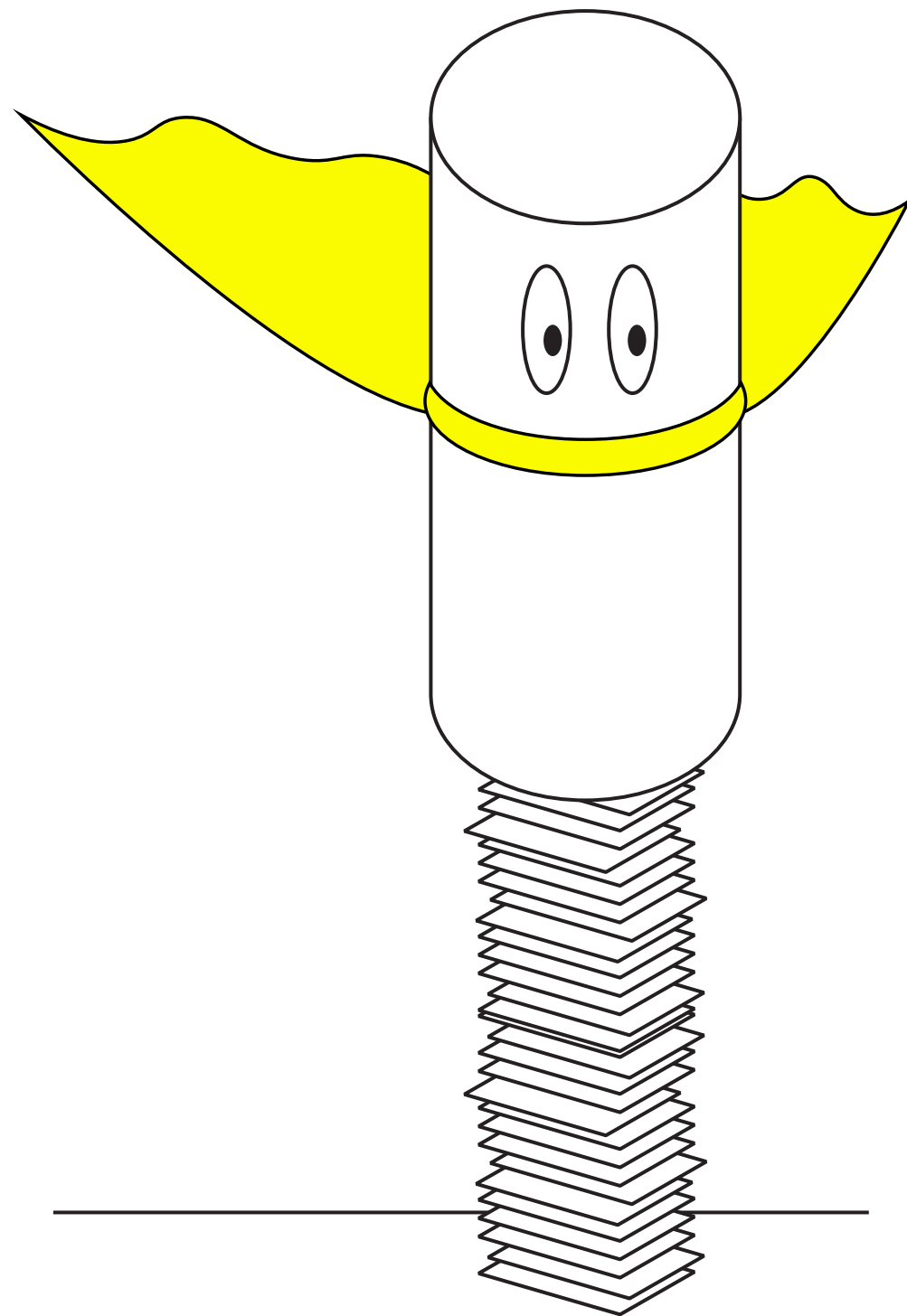


A few insights



- More and more companies are realizing that offices offer space for acquiring and hiring talent and that their purpose is not a space where managers control their employees.
- Most companies want to reshape their work environment so that they can better support collaboration when they work together in offices. In particular, more companies have more resources available to be able to invest in common meeting rooms, a flexible environment, technology to support collaborative work, and air quality.
- When designing an office, we must pay attention to health and well-being, technology, design and aesthetics, hospitality, culture, and community, coworking, diversity, equity and inclusion.
- Offices are a silent partner in building the culture and brands of companies, leading the connectivity, productivity, and innovation of employees and thus a necessary tool that provides a competitive advantage in integration and private talent.

What does office first mean?



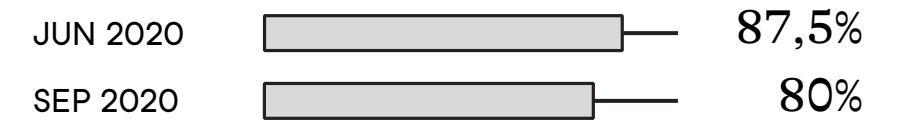
Companies are increasingly opting for hybrid work. With this model of work, we can give priority to working from an office or remote work. When they prioritize office work, the primary location for all employees is still the office.

Many companies opt for a hybrid model, although most opt for a model where they prefer office work. Compared to June 2020, when 20 % of companies did not yet know what their work strategy would be, in September 2020 only 9 % of companies, included in the CBRE survey on developing work practices in the central trends for development strategy, were undecided¹. Every company is aware of the importance of the office, which gives them space for collaboration, innovation and productivity, the expansion of the company's culture and the possibilities for building social networks and the sense of connection. Already when we compare the results of June and September 2020 (in table), we notice that more and more companies are becoming aware offices provide space for acquiring and hiring talent and that their purpose is not a place where management supervises their employees¹.

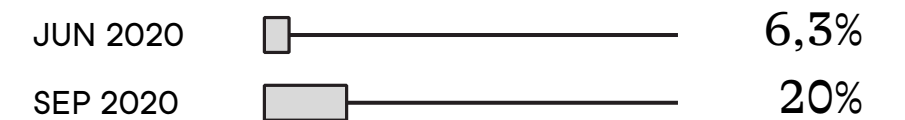
1. CBRE (2020). The Future of the office: 2020 Global occupier sentiment survey: Fall Update. <https://www.cbre.com/thewayforward/the-future-of-the-office?article={8981f106-ebe6-4aef-a42d-78ec2223bdbf}>
 2. CBRE (2021). The Future of the Office: 2021 US Occupier Sentiment Survey. <https://www.cbre.com/thewayforward/The-Future-of-the-Office-2021-US-Occupier-Sentiment-Survey?article={BD193700-DFB2-4F6B-8371-ADB-551D0E014}>

% of organisations that sees their offices as

Place for acquiring and hiring talent



Place for management to supervise employees



Compared to June 2020, 24 % more companies expected changes in the direction of a more shared environment in September 2020. Over the same period, 23 % more companies expected an increasingly flexible working environment in offices¹. A CBRE survey conducted in 2021 within U.S. companies found that most companies want to bring their employees back to offices in the third quarter of 2021. The process of return to office will be supported by education on the importance of vaccination and testing and the possibility of organized vaccination in a quarter of large companies and the possibility of testing in 39 % of large companies². Most companies want to reshape their work environment to better support collaborative work when employees are together in the office. Larger companies have more resources available that they can invest in different meeting rooms, a flexible environment, technology that supports collaborative work and air quality².

What should we pay attention to when designing an office?

Main things we should consider when we start to planing a new office space.

Health and well-being

Technology

Culture and community

Hospitality

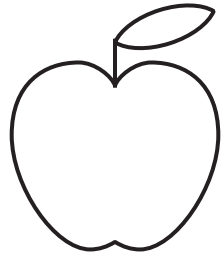
Design and aesthetics

Coworking

Diversity, equity, and inclusion

-
3. CBRE. Top 12 Priorities for workplace well-being. https://www.cbre.com/thewayforward/Top-12-Priorities-For-Workplace-Well-Being?article={47FE0144-6258-47A4-BF81-9FB7AF37CF03}&utm_source=linkedin&utm_medium=social&utm_term=9e1b4593-221f-4e0d-9bfc-f8e753f11fd8
 4. CBRE. 7 big ideas for our future workplace. <https://www.cbre.com/thewayforward/7-Big-Ideas-for-our-Future-Workplace?article={-1656BA00-96A4-4409-BCCE-4373234E5413}>
 5. Grenny, J. (16. 11. 2017). Yes, You Can Make Office Politics Less Toxic. Harvard Business Review. <https://hbr.org/2017/11/yes-you-can-make-office-politics-less-toxic>

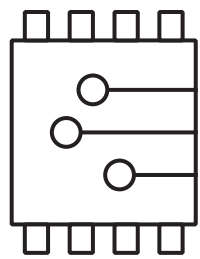
Health and well-being



It is important to encourage participation in programs that promote the well-being and health of employees. This can be achieved through discounts, competitions, technology... When designing and renovating an office, it is so important to ask how will we promote the health and well-being of employees? CBRE has developed a set of priorities for well-being in the work environment. Air quality, acoustics,

comfort (especially temperature comfort), lighting, materials, mindfulness, safety and preparedness, nourishments, water, social connectivity, workplace flexibility and active design strategies are important³. WELL also sets such standards. The CBRE site in downtown LA, built in 2013, was the first building in the world to receive WELL certification, providing a healthy work environment that supports employees⁴.

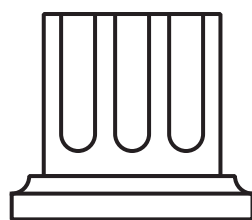
Technology



Technology must support hybrid work, even if the company chooses to work primarily on company premises. Increasingly, there is a mixed presence in meetings, where some employees are present from the office and some from a remote location (e.g., from home). Disruptions, poor acoustics

and visibility, and difficulty in exchanging information often occur⁴. Thus, when designing or renovating offices, the company must pay special attention to providing equipment that will support employees and not hinder them.

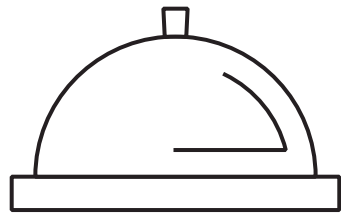
Culture and community



The company can identify key performance indicators that will measure the culture and sense of community in the company and serve as guidelines on how to manage and improve community initiatives. Indicators can include employee involvement / satisfaction, company tenure and turnover rates and survey performance on questions around feeling invested in work, feeling part of a community, or having friends at work⁴. The company needs to encourage employees with its culture. It is the job of management to identify prob-

lems within teams and organizations that can cause serious harm and to address them appropriately. For this, the integrity of management is important, which must be transparent about its intentions and motivation. It is important that leaders do not allow themselves to act out emotions in meetings or conversations that they haven't openly shared. For example, if everyone avoids a topic, it is important for management to take the initiative and address it in a tactful way⁵.

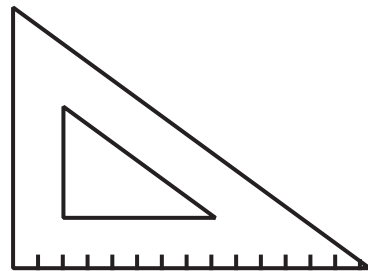
Hospitality



To ensure a consistent and uplifting workplace experience for employees and visitors, it is important to have an empowered network of operations managers, concierges, and technology. It is important to change the expectations of employees,

who must expect a unique and hospitable work environment. The office as a space must anticipate the needs of the user, provide comfort and flexibility and, most importantly, must be differentiated to attract employees⁴.

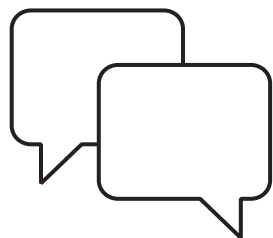
Design and aesthetics



In post-pandemic times, employees are aware that many or even all their responsibilities can be done from home or some other location, and they don't have to be in the office all the time. Therefore, it is very important for companies to motivate their employees to work from the office, instead of ordering them to do so. When

creating a work environment, in addition to functionality, we should not neglect how design can affect the workplace experience. Therefore, you can try to achieve the WOW factor, with flexible use, larger, more open spaces, views, benefits, outdoor spaces, etc.⁴.

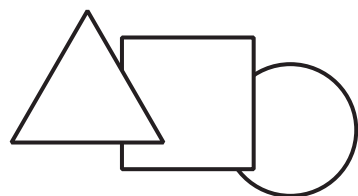
Coworking



Businesses are increasingly taking advantage of the possibility of coworking, which gives employees the opportunity to work on site and collaborate, while helping to reduce the time they spend on commute. Business centres often have very congest-

ed traffic, so the commute is long and stressful. Possibility to work from another location as an alternative to employees, especially individuals who often travel to customers⁴.

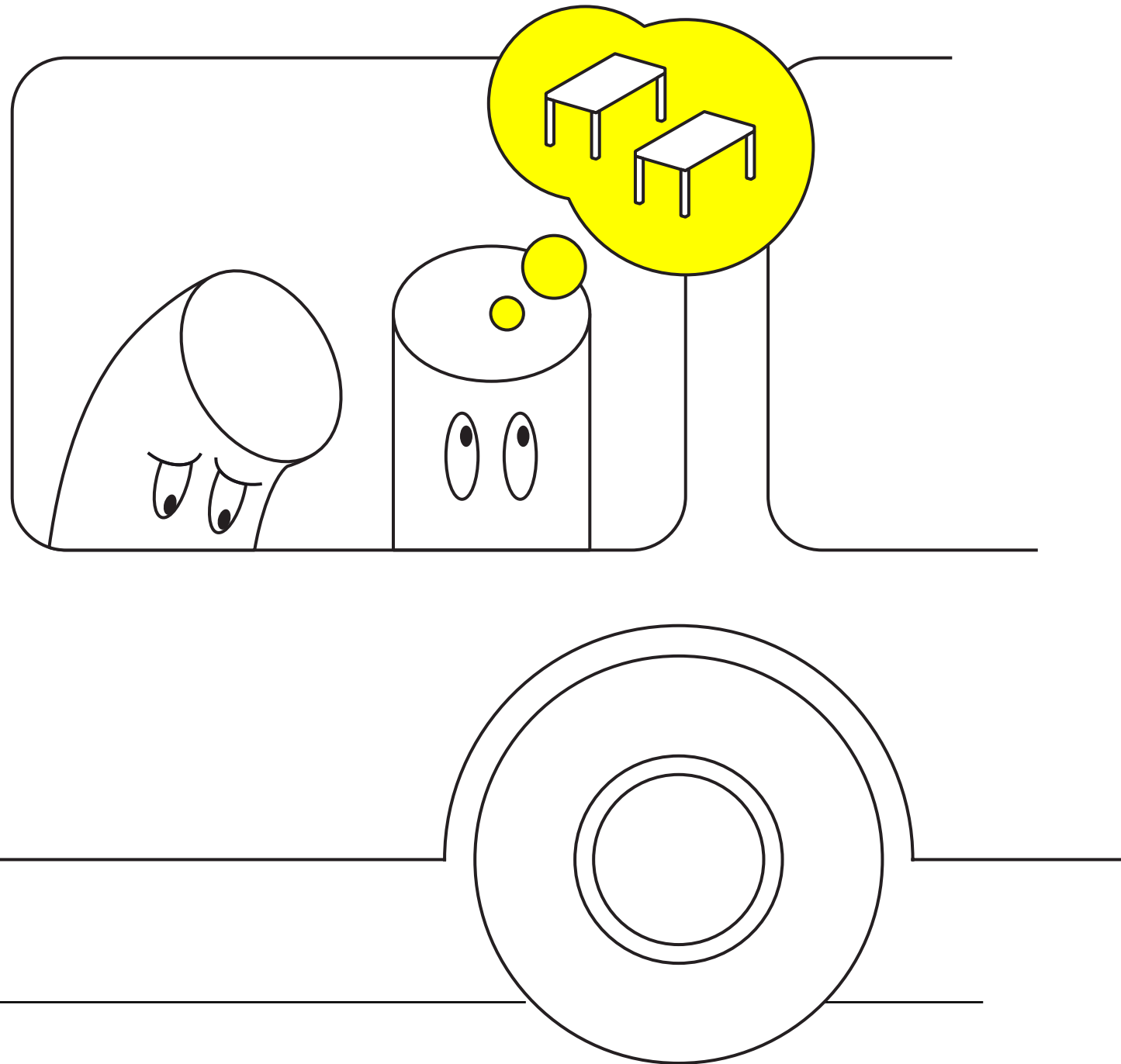
Diversity, equity, and inclusion



When designing and renovating offices, it is especially important to think about all individuals, and above all, we need to pay attention to those with visible and hidden disabilities, neurodivergent individuals, and individuals of all identities. It is necessary

to remove all obstacles in the environment and make sure it is actively hospitable to all. An inclusive work environment strives for diverse working conditions and technology that supports accessibility, so it can support the majority of employees⁴.

What follows in office development?

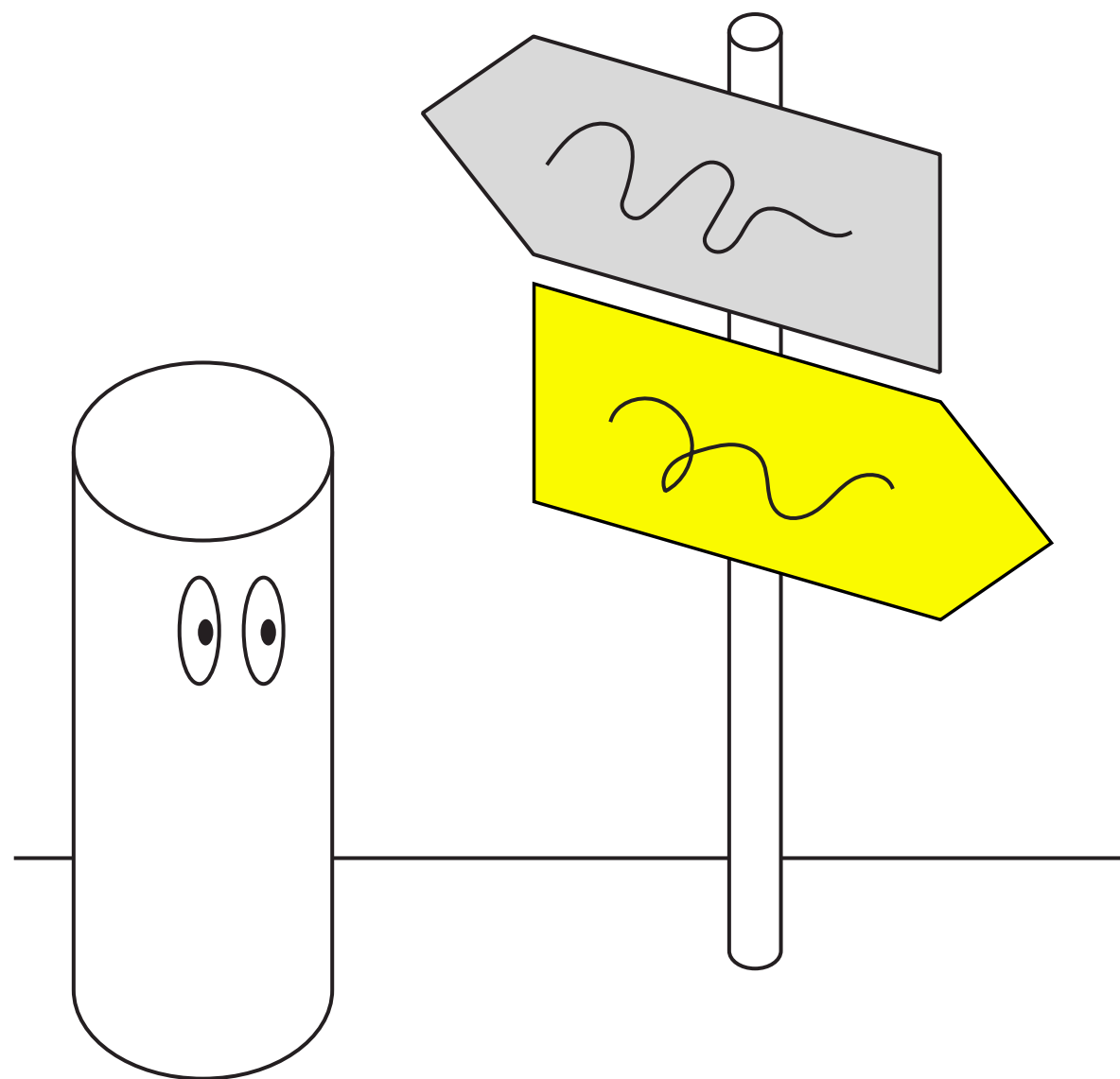


It is important to be aware that employees are office users, so it is important to consider their needs when designing an office.

Smaller, dedicated spaces for collaboration supporting teams are one of the most effective ways to attract office staff⁶. It is also important to consider who is in the office, who the stakeholders are, and who will make decisions in the future. To create a space that encourages collaborative work, the collaboration of the developer, the user, and the teams that measure the user experience is required. It is important to provide users with a better office experience to justify commute⁶.

6. JLL (7. 6. 2021). What's next for office design? <https://www.us.jll.com/en/trends-and-insights/workplace/what-next-for-office-design>

Is working from the office the right decision?



Working from the office has certain advantages over remote work. Offices are a silent partner in building a company's culture and brand, leading employee connectivity, productivity, and innovation, and are a necessary tool to provide a competitive advantage in engaging and attracting talent⁷.

More and more employees want the ability to decide when and how much they will work, but that doesn't mean everyone will work from home all the time. Most employees want to work from the company's office for two or three days, as it helps them achieve a higher level of cooperation and innovation⁷. The role of the office is to encourage collaboration, innovation, and interaction among employees. It is important to foster a sense of community while

maintaining areas for independent, focused work. Remote work does not provide equal conditions for building relationships, career development and gaining organizational knowledge, especially for new staff⁷. The office enables employees to pursue individual and organizational goals.

Our experience during the COVID-19 pandemic opened new opportunities for workspace and started a different relationship between employees and their workplace. However, just as cities survive wars, economic crises, and even pandemics, so will offices. A lot of times, people look for similar experiences in offices as in cities, namely interaction and diverse experience. Enabling this will give companies an edge in finding talent

7. CBRE. The future of work: Perspectives on the way forward. <https://www.cbre.com/thewayforward/the-role-of-great-offices?article={8db0cd84-ce7b-4ade-8c97-8765d58a2bb1}>



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