



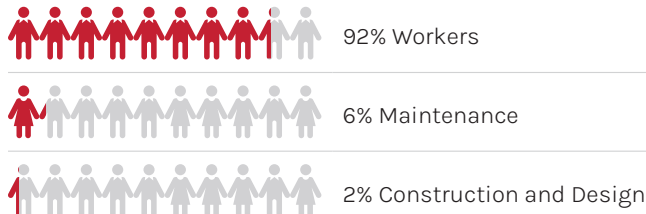
Personifying the Workplace:

How to Identify and Tailor Your Workspace to Your People

Q1: WHO does your space support?

First off, identify who will use your space considering the universe of potential users, including employees, customers, stakeholders, the public, etc., and the types within those users (e.g., the innovative employee vs. the data crunching employee).

The Largest Investment in a 30-Year Lifecycle of a Building is PEOPLE



Source: Whole Building Design Guide, Life-Cycle Cost Analysis, 2016

- **Identify Archetypes:** Who are the “characters” that will use the space?
- **Map the Experience:** What does each archetype:
 - Think and feel when in the future space?
 - See/notice about the future space?
 - Say or do in the future space?
 - Hear in the future space?
- **Name the Challenges and Opportunities:** What does each archetype gain or lose in the future space?

Q2: HOW does space advance your mission, vision, and values?

Play the “what if” game. Think about the impact of not having a physical space. The last 18 months have shown we can make it work; however, what is the short and long term impact of separation from the physical office?


Consider what is at stake if you do not have physical space to support your mission, customers/stakeholders, organizational goals and strategy, and culture.

Q3: WHAT types of spaces, furniture, and technology and tools support your...

- **People:** For each of your identified archetypes, what do they need to be successful?
- **Mission-Critical Work:** Agnostic of what people want, what are non-negotiable features, workspaces, etc. to meet the mission?
- **Vision:** How can the physical and virtual workspace support your organization’s vision and values?
- **Culture:** How can the physical and virtual workspace advance your culture fostering desired behaviors and attitudes?

Ready to Chat?

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