

WORK + PLACE IN THE NEW NORMAL

Designing for Workplace Resiliency

Gensler Southwest Regional
Consulting & Real Estate Services

April 2020

Work + Place in the New Normal

At Gensler, we've been thinking hard about how to help our clients through these extraordinary times. As we've adjusted to the strange reality of the global work from home experiment, our clients have begun to ask what the future of work is, and **where work is conducted post-pandemic**.

In order to move forward, we must rethink past workplace design paradigms, mine the present situation for lessons learned, and create smart, scenario-based road maps for how, and when, we return to work. **The future will be far different than today's workplace, and will be different for each enterprise.**

Re-examine Past Paradigms

What workplace drivers have fundamentally shifted in the current crisis?

Making Home Work

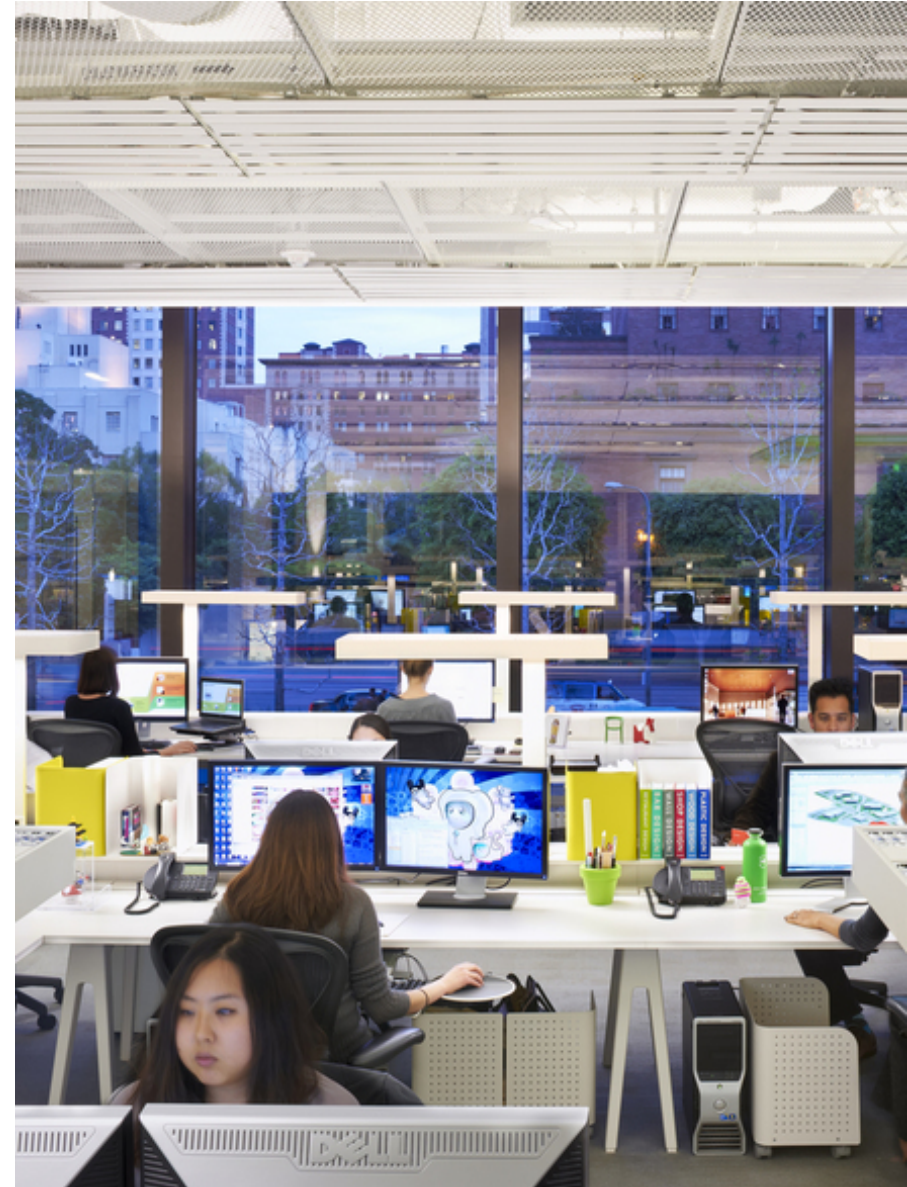
How are companies struggling, coping, and thriving, in the new virtual workplace?

Resilient Reentry

When and how will employees return to work? What will they expect? What will need to be in place immediately to create a sense of security? How can they incorporate working from home policies that they have experienced currently?

The New Normal

What are some likely scenarios for how and where we work in the future?



Past Paradigms

PRE-PANDEMIC WORKPLACE DRIVERS

We will eventually return to work, but we may never return to normal.

The Pandemic is fundamentally challenging our ideas of workplace best practices. Will tech companies still seek to densify the workplace through open benching and shared collaboration spaces? Will law and entertainment firms double down on private offices? Will tenants still seek rich amenities offerings with enhanced cleaning and security protocols?

We cannot yet predict how the current crisis will affect workplace planning and priorities in the future, but we do know that many of the pre-pandemic workplace drivers will be rigorously challenged in future projects.



Making Home Work

WORK FROM HOME DEMANDS NEW WORKSTYLES

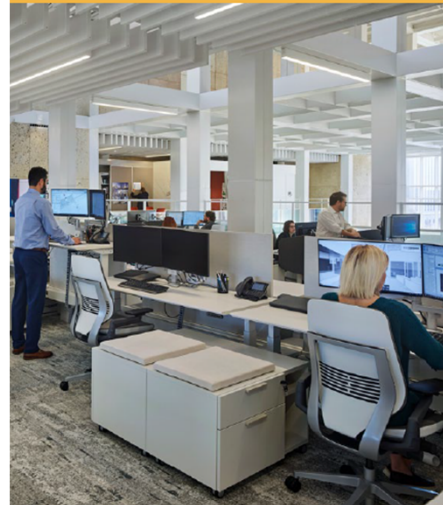
“Once effective work-from-home policies are established, they are likely to stick.”


Karen Harris
Managing Dir of Consultancy
Bain Consulting

As we face the COVID-19 Pandemic, employees are working in unprecedented virtual ways. Today's workstyles balance service to clients, virtual team collaboration, connections with colleagues, and focused individual work. Parents have added pressure of homeschooling or daycare. Others need ways to connect, especially if living alone.

Now is the time for engaging with employees, and understanding what's working and not working with today's virtual work workarounds. Some practices may remain even after we all return to work.

9-5 OFFICE (PRE-COVID19) 



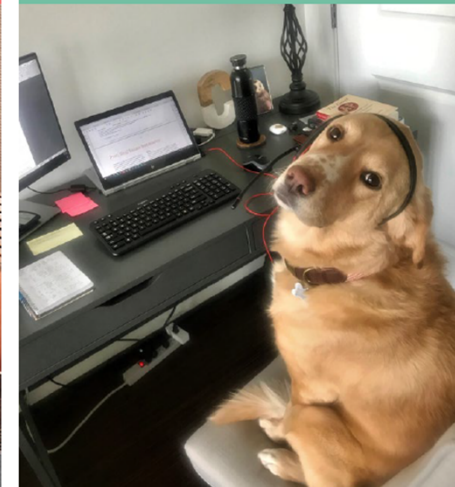
WORKING FROM HOME ALONE 



DAYCARE/HOMESCHOOLING 



WORKING PET PARENT 



THE EVOLUTION OF THE NEW NORMAL WORKPLACE

"The economy won't reopen at once...it will take months of staged intervention."

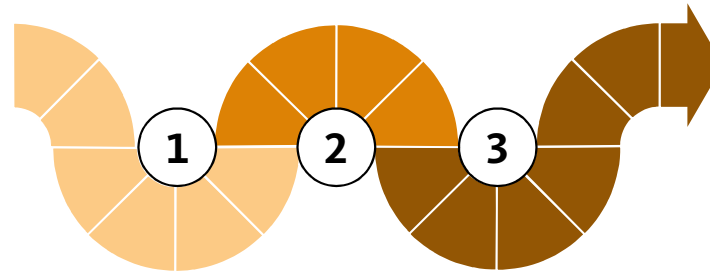
How To Restart National Economies During the Coronavirus Crisis (McKinsey March 2020)

Today's Crisis



The lessons learned from global Work From Home Experiment will inform how we return to work, and how we work in the future.

Incremental Recovery



The journey back to work will require companies to strategically rethink People & Protocols, Organizational Culture and Agility, and Workplace Impacts.

Lasting Change

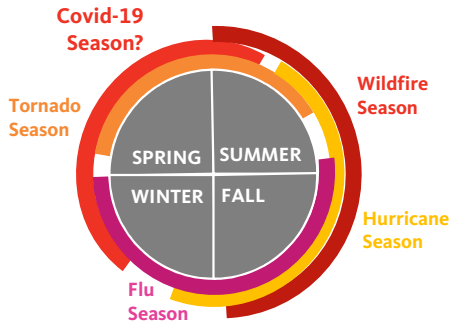


Workplace Resilience will require greater organizational intelligence, multi-discipline planning, effective change management and strategic design.

The New Normal

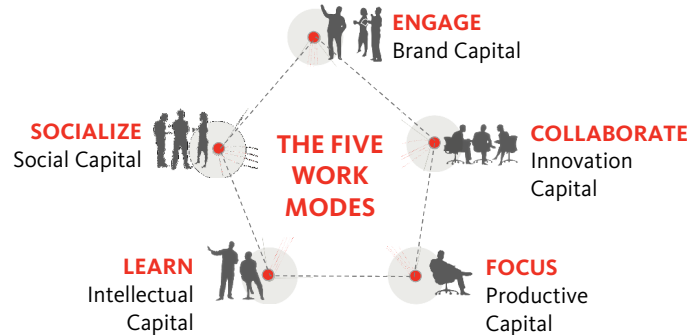
POTENTIAL SCENARIOS FOR THE FUTURE OF WORK

While we cannot predict the unknown, we can imagine multiple future of work scenarios. The psychological imprint left from this crisis should not be underestimated and will inform each organization's response and corresponding workplace design strategies.



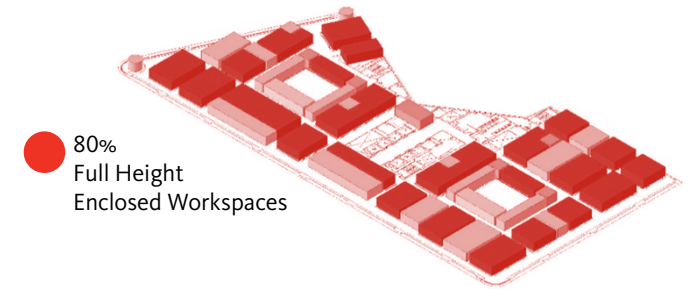
SEASONAL MOBILITY

What if companies simply plan for seasonal office-wide mobility, with dormant workplaces, but otherwise maintain 'business as usual'?



OFFICE AS ENGAGEMENT HUB

What if the office was merely a brand, culture and collaboration touch-point, and the majority of employees continue to work from home or a third-place?



HYPER PRIVATE WORKSPACES

What if workplaces go 'hyper private' with more private offices, smaller meeting rooms, and more private amenities in secure, non-urban locations?



The New Normal

HOW WE HELP EACH OTHER GET THERE

*Strategic Consulting Services to help companies
prepare for and implement change*

Tools & Technologies Services



- Market Availability
- Best Practices
- Employee Needs Assessment

Change Management Services



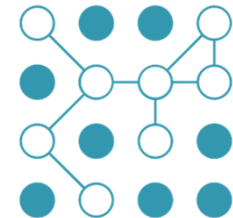
- Branded Communication Programs and Timelines
- Messaging Strategies
- Virtual and In-Person Focus Groups & Communications

Organizational Alignment Services



- Organizational Design & Analysis
 - Managing Styles
 - Processes
 - People
 - Rewards & Incentives Systems
 - Virtual Cultural Strategies

Workplace Transformation Services



- The New Normal Workplace Strategies
- Workplace/Remote Work Surveys (*Gensler WPI – Remote Work Module*)
- Return to Work Planning
- Programming & Space Standards Assessment

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