

WORKPLACE STRATEGY

TRANSFORMING WORKSPACES INTO STRATEGIC ASSETS

At Future of the Office, we specialise in transforming workspaces into strategic assets that drive business performance and enhance employee well-being. In today's dynamic world of work, organisations face a variety of challenges: Do you need more space, less space, or simply a better way to use your current space?

Our comprehensive, full-lifecycle approach to workplace strategy ensures that every aspect of your workspace aligns with your business objectives, fostering innovation, efficiency, and engagement.

We don't just create workspaces; we create environments that empower people and organisations to thrive. By integrating cultural discovery, advanced AI analytics, proprietary models, and continuous improvement, we turn your workplace into a catalyst for sustained success.



futureoftheoffice.com



OUR UNIQUE APPROACH: THE POWER OF DIFFERENCE

At Future of the Office, we embrace the "Power of Difference" by starting in a different place and being different ourselves. This philosophy underpins everything we do, from how we approach workplace strategy to the way we engage with our clients.

STARTING IN A DIFFERENT PLACE

We begin by deeply understanding your organisation's unique culture, objectives, and challenges. Instead of applying generic solutions, we focus on uncovering the underlying needs and aspirations that drive your business. This allows us to craft a workplace strategy that is not only tailored to your goals but also anticipates future opportunities and challenges.

BEING DIFFERENT OURSELVES

Our team is a collective of changemakers, strategists, cultural experts, designers, and artisans, who bring diverse perspectives and expertise to every project. We challenge conventional thinking, ask bold questions, and push boundaries to deliver innovative solutions. By being unapologetically different, we create workspaces that stand out and deliver measurable impact.



Our Power of Difference philosophy ensures that every workspace we create is a true reflection of your organisation's identity and a catalyst for its success.

TAILORED STRATEGIES FOR EVERY NEED

Our Workplace Strategy services are designed to address a wide range of organisational challenges, from simple decisions to complex, global transformations. Whether you're evaluating a single office or rethinking your entire portfolio, we provide the expertise and tools to guide you every step of the way.

STAY OR GO DECISIONS

For organisations at a crossroads, we provide clear, data-driven insights to help you decide whether to stay in your current space or move to a new one. This includes evaluating lease terms, space utilisation, and future growth needs to ensure the decision aligns with your business objectives.

OPTIMISATION OF EXISTING SPACES

If you're looking to make the most of your current workspace, we offer strategies to optimise layouts, improve functionality, and enhance employee experience. From reconfiguring collaborative zones to introducing wellness features, we ensure your space works harder for you.

HYBRID AND FLEXIBLE WORK STRATEGIES

As hybrid work becomes the norm, we help organisations design strategies that balance in-office and remote work. This includes creating adaptable spaces that support collaboration, focus, and well-being, as well as integrating technology to enable seamless connectivity.

HOLISTIC GLOBAL STRATEGIES

For multinational organisations, we develop comprehensive strategies that align your entire portfolio with your business goals. This includes standardising design principles, ensuring cultural alignment across regions, and leveraging data to drive consistency and efficiency.

SUSTAINABILITY AND ESG INTEGRATION

We help organisations align their workspaces with Environmental, Social, and Governance (ESG) goals. From reducing carbon footprints to creating inclusive environments, our strategies ensure your workplace reflects your commitment to sustainability and social responsibility.

FUTURE-PROOFING FOR GROWTH

Our forward-looking strategies prepare your organisation for the future, whether that means scaling up, integrating new technologies, or adapting to changing workforce needs. By anticipating trends and challenges, we ensure your workspace remains relevant and effective.



OUR SIX-STAGE PROCESS:

A PROVEN FRAMEWORK FOR SUCCESS

Our Workplace Strategy service is delivered through a streamlined six-stage process, ensuring every detail is addressed and aligned with your business goals:

Setup and Customisation



Objective Alignment: We work with you to set strategic goals such as enhancing collaboration, productivity, and engagement, with designs that anticipate future needs and accommodate flexible, sustainable features.

Survey Customisation: Surveys are tailored to address trust, well-being, flexibility, and environmental factors, providing actionable insights and benchmark data to measure against industry standards.

Why this matters: This approach enables you to focus only on properties and designs that truly fit your needs, empowering your team to make faster, more informed decisions while saving time and reducing costs.

Data Collection



Employee and Stakeholder Input: Through interviews, workshops, and surveys, we gain insights on engagement, team dynamics, and workspace preferences, with leaders offering perspectives on culture and flexibility.

Space Utilisation Metrics: Real-time space usage data may be captured to understand current workspace utilisation and tailor solutions accordingly.

Why this matters: Gathering detailed insights from both leadership and the workforce empowers a strategy that reflects the needs of those who will use the space, enhancing engagement and supporting operational efficiency.

Data Analysis and Benchmarking



Advanced AI Analytics: We use proprietary AI models to make contextual sense of the data we collect, enabling smarter decision-making and enhancing employee experience. These tools provide actionable insights that go beyond surface-level metrics, uncovering deeper trends and opportunities.

Performance and Benchmarking Analysis: We evaluate metrics around engagement, space utilisation, and well-being, benchmarking against leading standards. This analysis includes assessing competitive positioning and employer brand to ensure your workspace strengthens your market standing.

Future-Proofing Focus: We integrate forward-looking insights into the benchmarking process, preparing your workspace for evolving needs around sustainability and inclusivity.

Why this matters: Benchmarking enables us to show how your space performs competitively, identifying strengths and areas to enhance alignment with current trends and future standards.

Reporting and Insights Delivery



Comprehensive Report: Key findings include competitive advantages, improvement opportunities, and insights into future-proofing potential.

Why this matters: A data-rich report empowers you with a clear overview of how your workspace aligns with business goals and industry standards, equipping you with actionable insights to drive a more effective, goal-aligned workplace.

Recommendations and Strategic Planning



Design and Behavioural Recommendations: We provide guidance on flexible layouts and sustainable designs that support diverse needs and preferences.

Future-Proofing Focus: Recommendations highlight adaptability, creating a workspace ready to evolve with changing business requirements.

Why this matters: These insights enable the design of a workspace that elevates engagement and supports long-term goals, empowering your office to become a productive, appealing environment for your team.

Post-Occupancy Evaluation and Continuous Benchmarking



Post-Occupancy Surveys and Annual Benchmarking: Regular surveys and benchmarking help ensure the workspace keeps pace with industry standards.

Ongoing Consultation: Periodic consultations allow us to interpret results and provide updated recommendations, keeping the workspace modern and aligned with business goals.

Why this matters: Ongoing evaluation enables your workspace to stay adaptable and mission-aligned. Regular updates empower your office to remain a productive and inspiring environment over time.



PARTNERSHIPS AND WHITE-LABEL SOLUTIONS

We collaborate with a network of real estate agents and brokers to deliver our Workplace Strategy services both under our brand and as a white-label solution. This partnership model allows us to extend our reach and provide tailored strategies to a broader range of clients, ensuring every organisation benefits from our expertise.

OUR UNWAVERING COMMITMENT TO ESG AND DEI

At Future of the Office, Environmental, Social, and Governance (ESG) principles and Diversity, Equity, and Inclusion (DEI) are not just priorities, they are the foundation of everything we do. From designing sustainable, energy-efficient spaces to creating inclusive environments that celebrate diversity, we ensure that every project reflects our commitment to a better future for people and the planet.

WHY CHOOSE FUTURE OF THE OFFICE?



- **Strategic Insight:** We speak the language of business, understanding what it takes to thrive in a competitive market.
- **Holistic Approach:** From initial goal setting to continuous improvement, we offer a full lifecycle strategy that ensures lasting value.
- **Advanced AI Analytics:** Our proprietary models provide deep, contextual insights that enable smarter decision-making and enhance employee experience.
- **Collaborative Process:** We work closely with senior leadership and HR to ensure our solutions align with organisational objectives.
- **Sustainability and Inclusivity:** Our designs prioritise environmental responsibility and inclusivity, creating spaces that reflect your values and support your people.

THE FUTURE OF WORK, BUILT TODAY

The workplace is no longer just a location; it's a strategic asset. At Future of the Office, we don't just design workspaces; we create environments that empower people, drive innovation, and deliver measurable business results. Whether you're looking to optimise your current space or create a new one, our Workplace Strategy services are your key to success in the new era of work.



Let's reimagine your workspace together.

Contact us today to start your journey towards a more dynamic, productive, and inspiring workplace.

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