

HAWORTH

Work from Anywhere

Overview Playbook



Work Fluidly

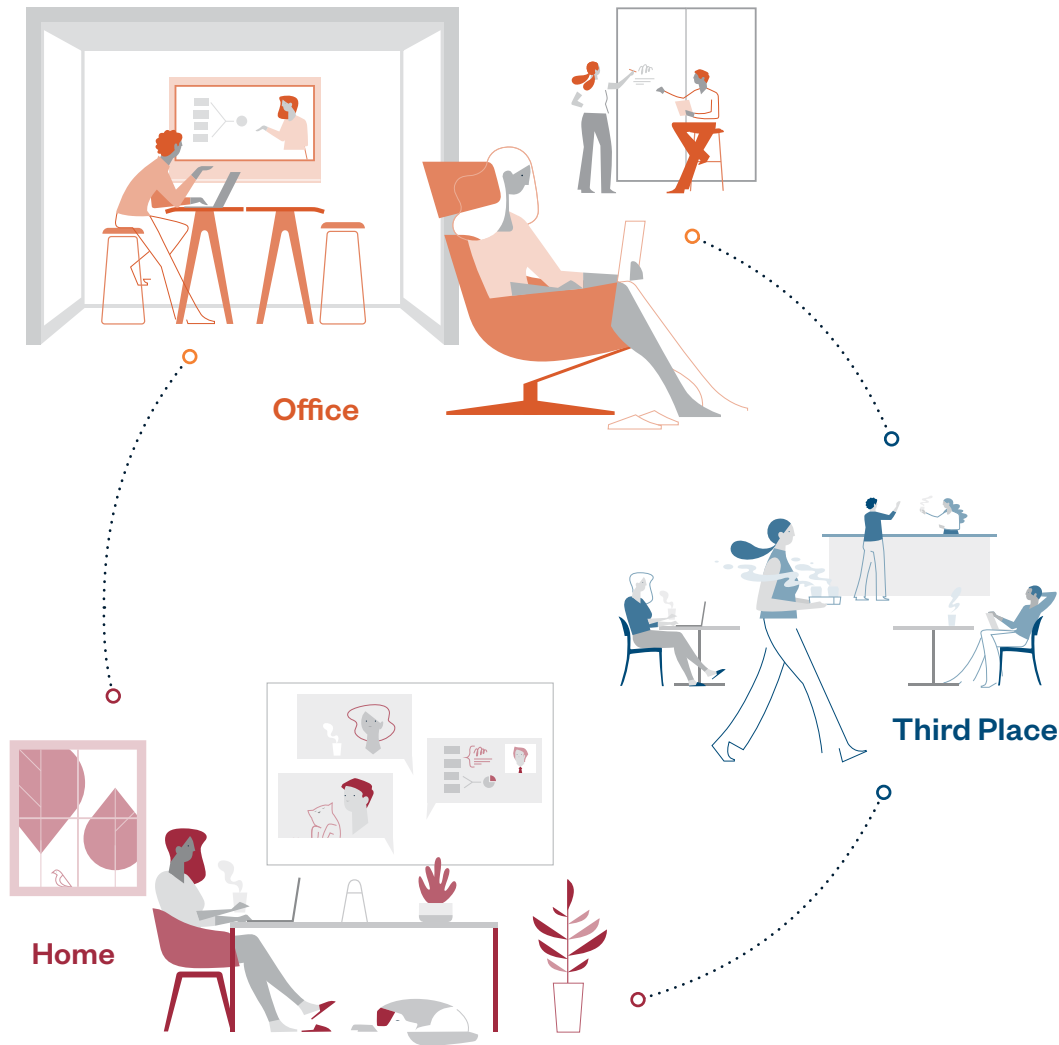
Work from Anywhere is the ecosystem that gives organizations and employees choice in where and when work occurs. We start by looking at the entire ecosystem: office, home, and third places. Then, with an emphasis on the office as a hub, we optimize the space for activities that foster interaction, collaboration, and creativity to drive innovation.

Flexible workplaces enable space to change as rapidly as people and organizations require. The office floorplate needs to respond—creating environments that provide physical and virtual connection and adapt for occupancy levels. This approach supports organizational culture and employee well-being so people can work fluidly between the office, home, and third places.



Activities by Space

Work from Anywhere Balance



Advantages of each space in the ecosystem:

Office

Team brainstorming, social connections, creativity, access to materials, face-to-face meetings, commute

Home

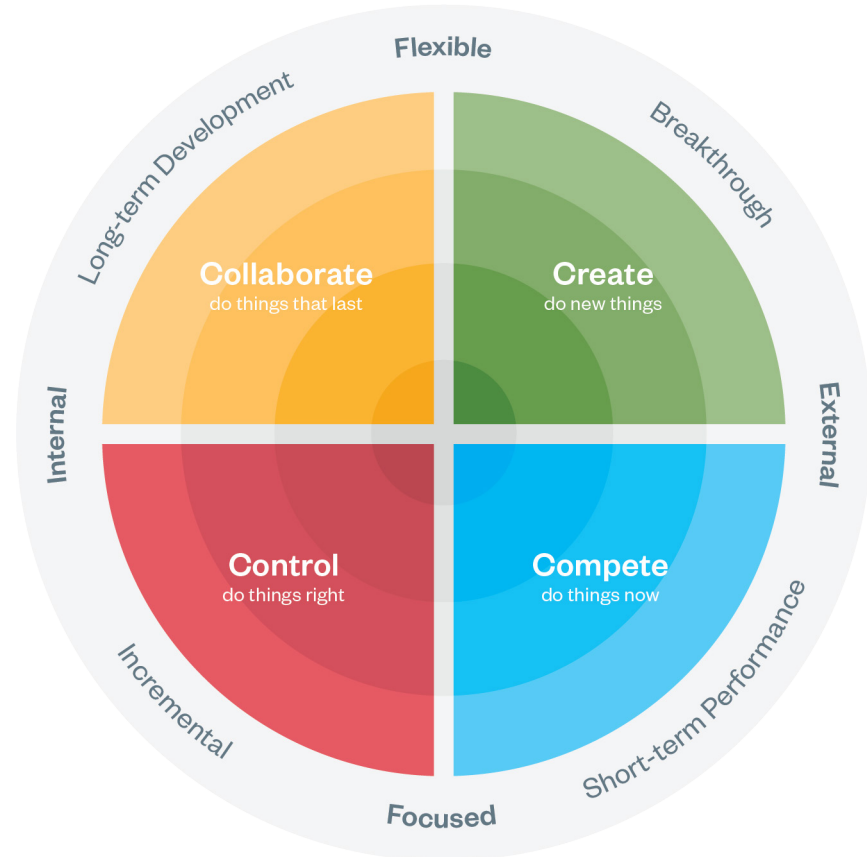
Focus work, reading, virtual meetings, scheduled calls, no commute

Third Place

Meetings over coffee, socializing, focus work, touchdown when traveling, work hub locations

Culture Drives Workplace Design

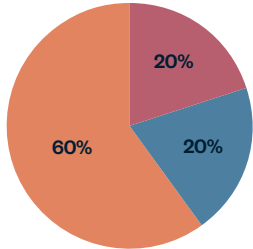
Preserving your unique culture to empower your workforce and maximize your office space is essential for success—and even more important during this pivotal time. Culture serves as a guidepost for people’s needs and organizational goals. To enhance the performance of your people, organization, and facility, it’s important to understand cultural implications—what people value and how it affects space design. Leveraging the Competing Values Framework™, we look at organizational and individual needs by four culture types: Collaborate, Create, Control, and Compete.



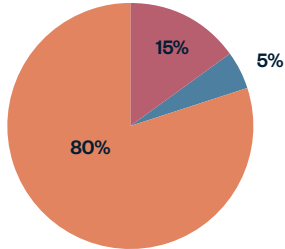
Ecosystem Balance Guidelines

Each organization has a unique culture type, along with subcultures, that influence how people work and where they perform their best. When we overlay the ecosystem by culture type, some general guidelines emerge.

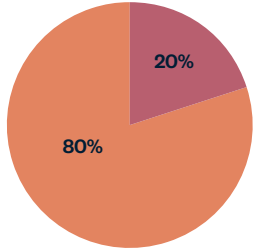
Collaborate



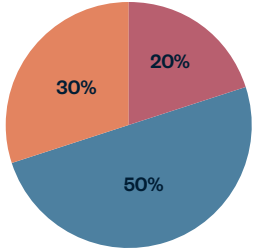
Create



Control



Compete



- Office
- Home
- Third Place

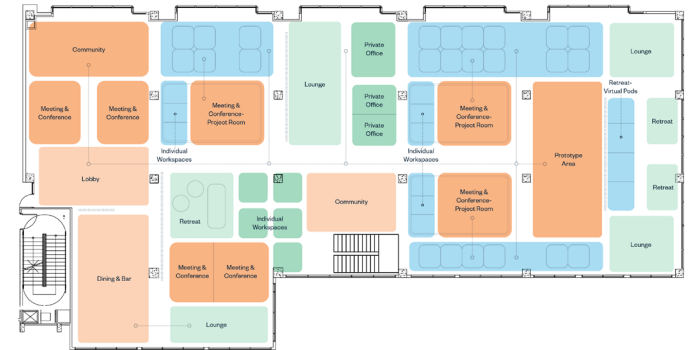
Office Floorplate - Culture Examples

Once you determine the ratio of allocation to each space, it's time to focus on the office floorplate. Each of the following examples by culture type shows the variety of spaces desired for collaboration, focus work, interaction, and social activities.



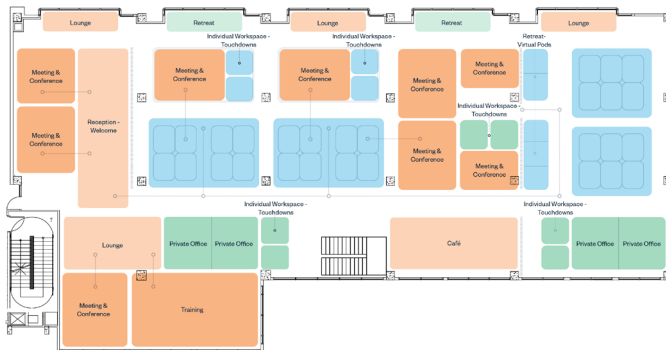
Collaborate

- Spaces to support
- Social interaction
 - Cafés and lounges
 - Community spaces



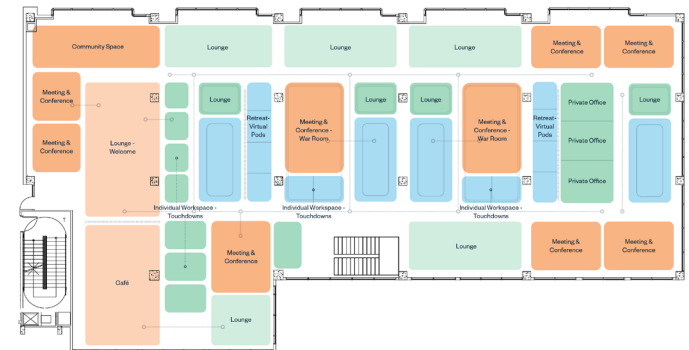
Create

- Spaces to support
- Innovation
 - Dedicated team spaces
 - Open social spaces



Control

- Spaces to support
- Project development
 - Formal meeting space
 - Enclosed individual workspace



Compete

- Spaces to support
- Tactical execution
 - Individual workspaces
 - Enclosed meeting spaces

Collaborate Culture

Collaborate cultures tend to be open, friendly, and sharing. They are relationship-oriented and value teamwork, participation, and consensus. They seek long-term development. This culture emphasizes the value of group work and often operates like extended families. Group spaces are used frequently for informal meetings or get-togethers. They should be free-form and allow for a mix of activities. Additional spaces should also support workers meeting to accomplish specific tasks, strategic sessions, and all-hands meetings.

Space Attributes

Office

- Impromptu spaces to sit and connect throughout the building encourage short conversations and idea sharing
- Multipurpose spaces require furniture that allows them to be arranged to suit a variety of activities
- Soft seating and an element of residential design can be incorporated

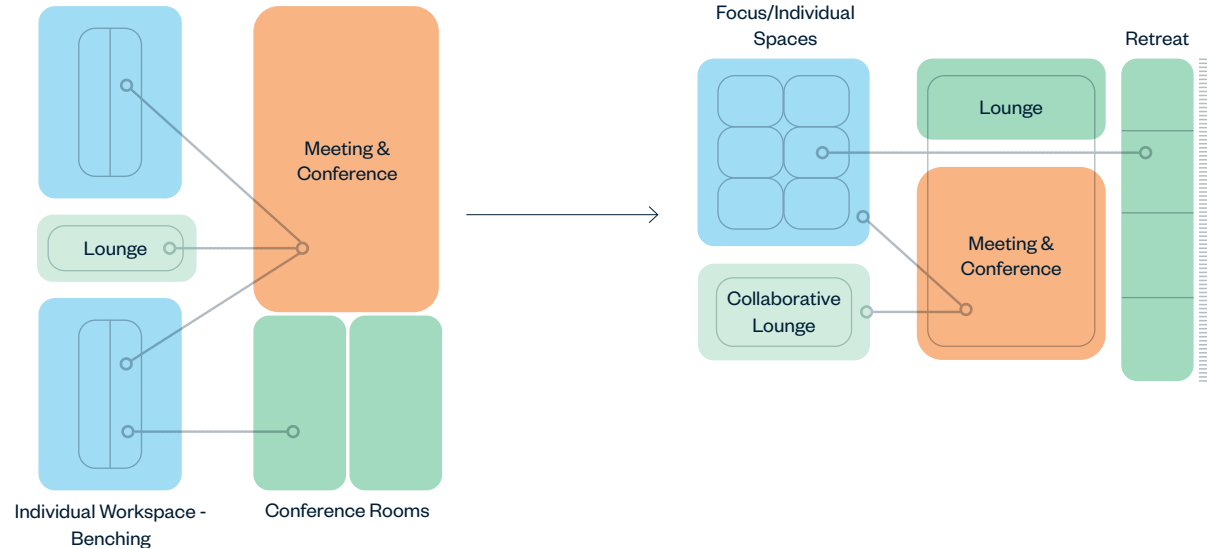
Home

- Dedicated office space for focus work
- Semi-private space
- Ability to take phone calls

Third Place

- Active/vibrant space to meet with coworkers or consultants
- Access to good food
- Immersed within inspiring culture/environment

Office Neighborhood Examples



Today

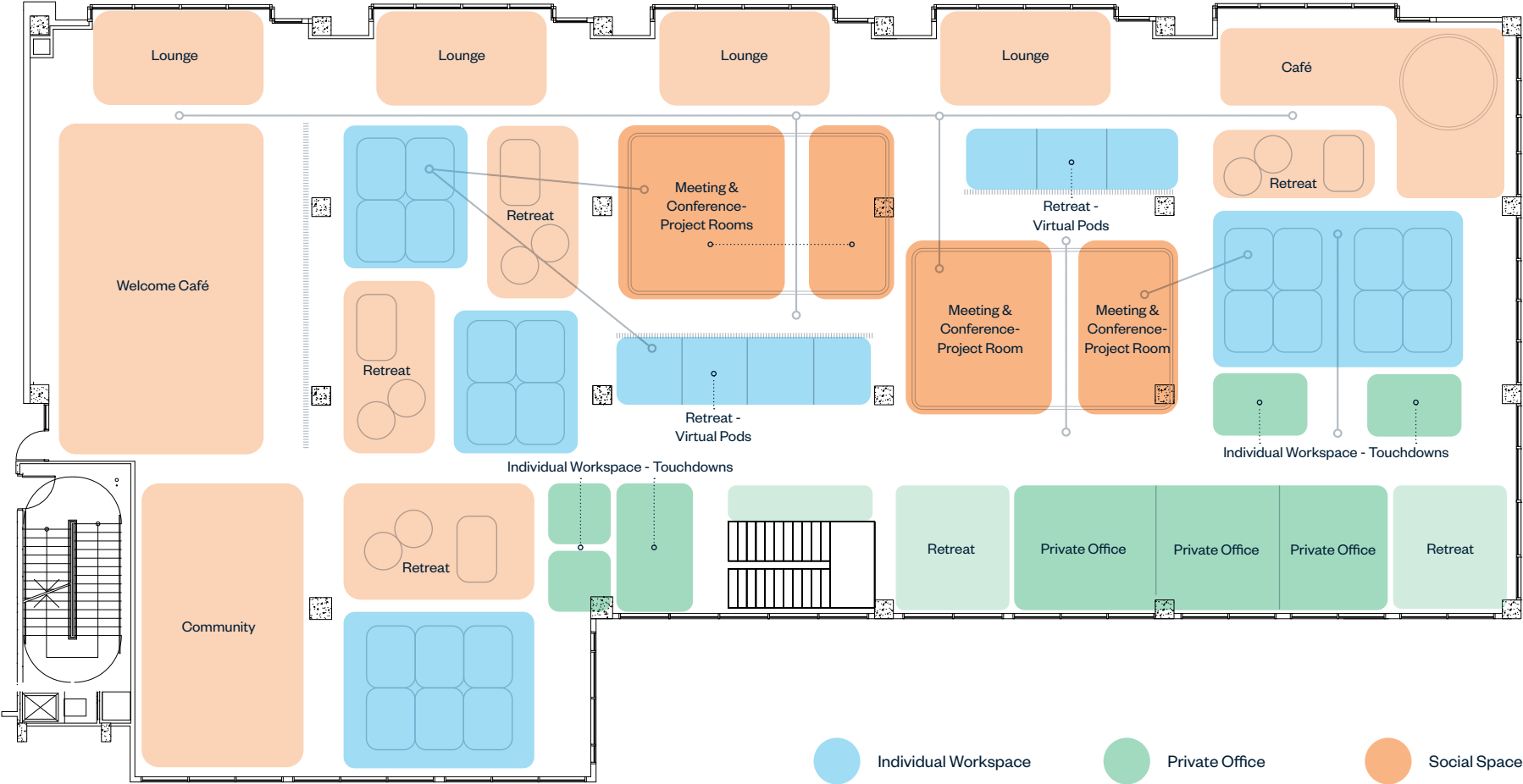
- Dense benching
- Collaborative lounge area
- Medium-sized conference, enclosed project space

Future

- Focus/individual spaces
- Added control
- Collaborative lounge area
- Phone/virtual booths
- Open/enclosed project room

**Similar square footage*

Collaborate Office Floorplate Design



Office Ratios:
 60% Group Meetings
 20% Smaller Meetings
 20% Heads-Down

Floorplate Ratios:
 30% Individual Workspaces
 60% Social Spaces
 10% Private Offices

Social Spaces:
 Café
 Community
 Lounge

Create Culture

Create cultures seek breakthrough innovation. They are dynamic, entrepreneurial, and creative—think high-tech, advertising, and product development firms. These organizations or groups are idea-oriented and embrace risk-taking to be on the leading edge. They tend to be agile in their actions. Key spaces should be designed for creative problem solving—but remember that the results of these sessions must be presented and acted upon, which can require different types of spaces.

Space Attributes

Office

- Dedicated team space to perform focus work and development of new ideas
- Multiple opportunities and destinations throughout to work on various stages of innovation
- Access to digital technology, analog, and inspirational project support

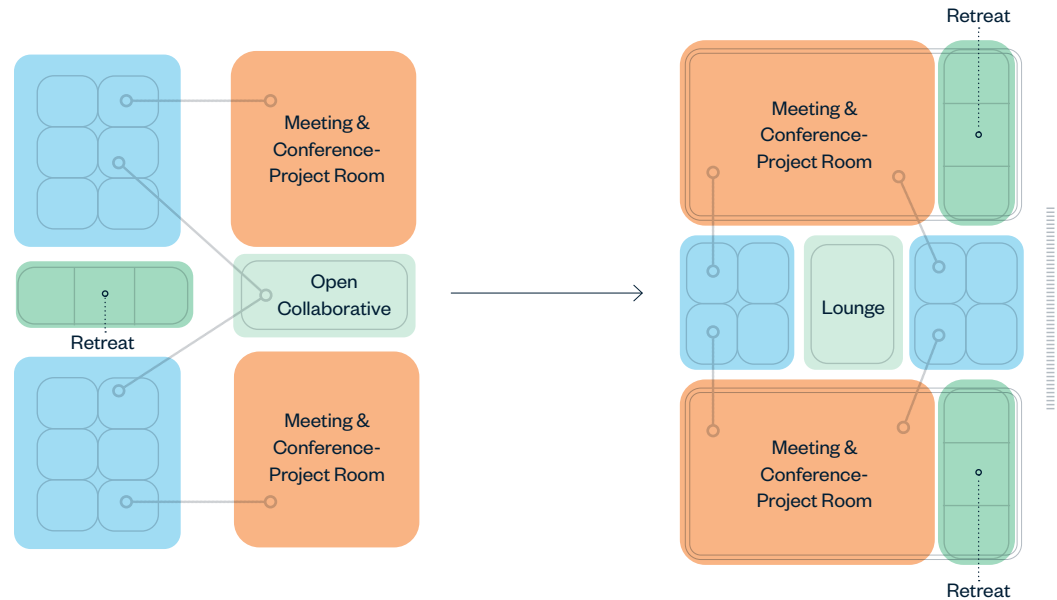
Home

- Dedicated office space for focus work
- Ability to use whiteboard
- Ability to take phone calls

Third Place

- Active/vibrant space to meet with coworkers or consultants
- Access to good food
- Immersed within inspiring culture/environment

Office Neighborhood Examples



Today

- Focus workstations
- Phone booths
- Open collaboration
- Enclosed project space

Future

- Similar footprint
- Focus/individual spaces—contained
 - Added control
- Work lounge area
- Open/enclosed project room
 - Phone/virtual booths

**Similar square footage*

Create Office Floorplate Design



Office Ratios:
 40% Group Meetings
 40% Heads-Down
 20% Prototypes

Floorplate Ratios:
 45% Individual Workspaces
 50% Social Spaces
 5% Private Offices

Social Spaces:
 Café
 Community
 Retreat

Control Culture

Control cultures seek incremental improvement. They are structured, formal, and process-oriented. Success for this culture means efficiency, dependable delivery, standardization, smooth scheduling, and risk management. In a hierarchical Control culture, such as a government agency or major manufacturer with multiple levels of management, information may be most often delivered in a scheduled meeting or formal presentation. Still, groups might need to determine execution plans and are likely to have some social ties.

Space Attributes

Office

- Access to digital technology for project support and development
- Access to writable and tackable surfaces for displayed thinking and brainstorming
- Acoustic privacy limits visual and auditory distractions

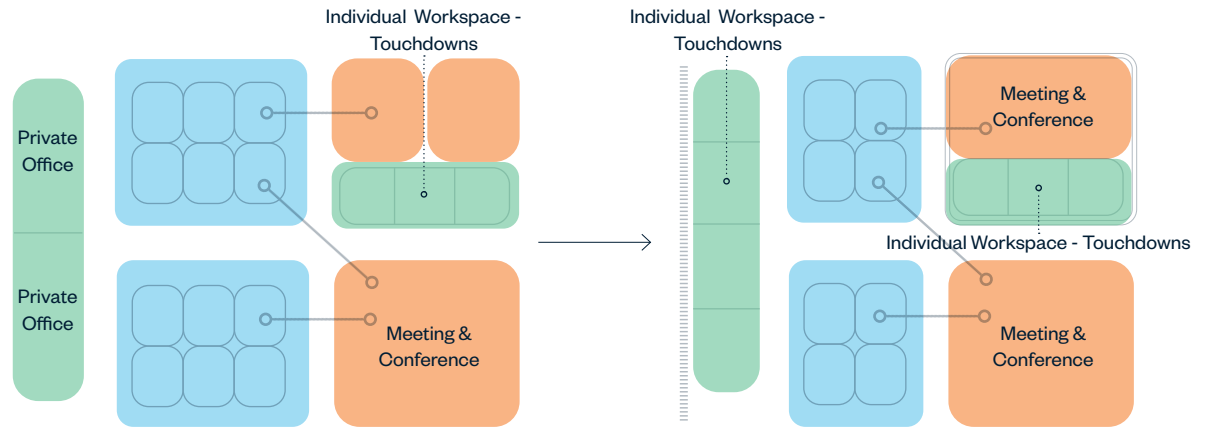
Home

- Small, accessible office zone
- Ability to unpack ideas

Third Place

- N/A

Office Neighborhood Examples



Today

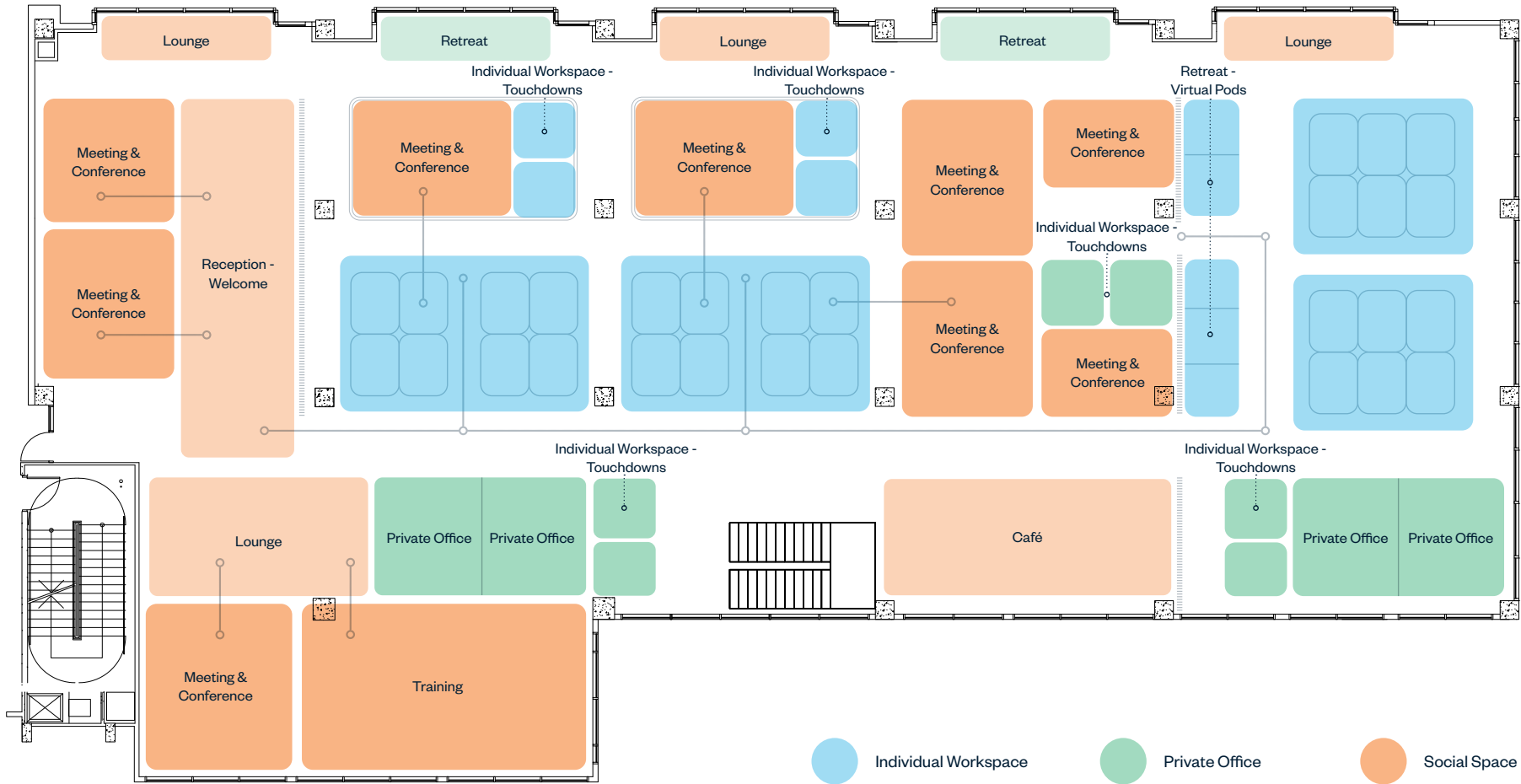
- Focus workstations
- Phone booths
- Smaller meeting rooms
- Large meeting room

Future

- Focus individual spaces—less dense
- Phone booths as edge
- Open/enclosed meeting room
- Virtual connection pods
- Large meeting room—new technology

**Similar square footage*

Control Office Floorplate Design



Office Ratios:

- 40% Group Meetings
- 10% Smaller Meetings
- 50% Heads-Down

Floorplate Ratios:

- 50% Individual Workspaces
- 30% Social Spaces
- 20% Private Offices

Social Spaces:

- Meeting & Conference
- Lobby
- Training

Compete Culture

Compete cultures seek short-term growth. They are results-driven, competitive, and speed-oriented, unified by an emphasis on winning and reputation. Compete culture spaces should support workers as they drive to complete tasks quickly. Spaces should provide convenient access to shared tools and work, with ergonomic task seating. In addition, people will need areas that accommodate strategic thinking, presenting ideas, and connecting informally.

Space Attributes

Office

- Dedicated team space to perform focus work and development of new ideas
- Multiple opportunities and destinations throughout to work on various stages of innovation
- Access to digital technology, analog, and inspirational project support

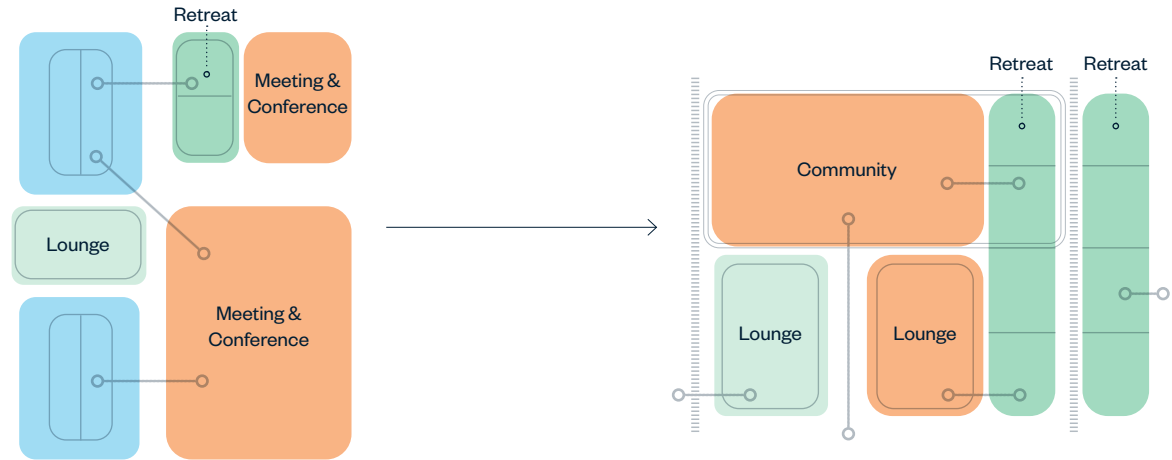
Home

- Dedicated private office space
- Ability to roam and change postures
- Specialized technology to handle large files

Third Place

- Active/vibrant space to meet with potential sales leads or consultants
- Access/awareness of good food
- Large variety of spaces to fit needs of others

Office Neighborhood Examples



Today

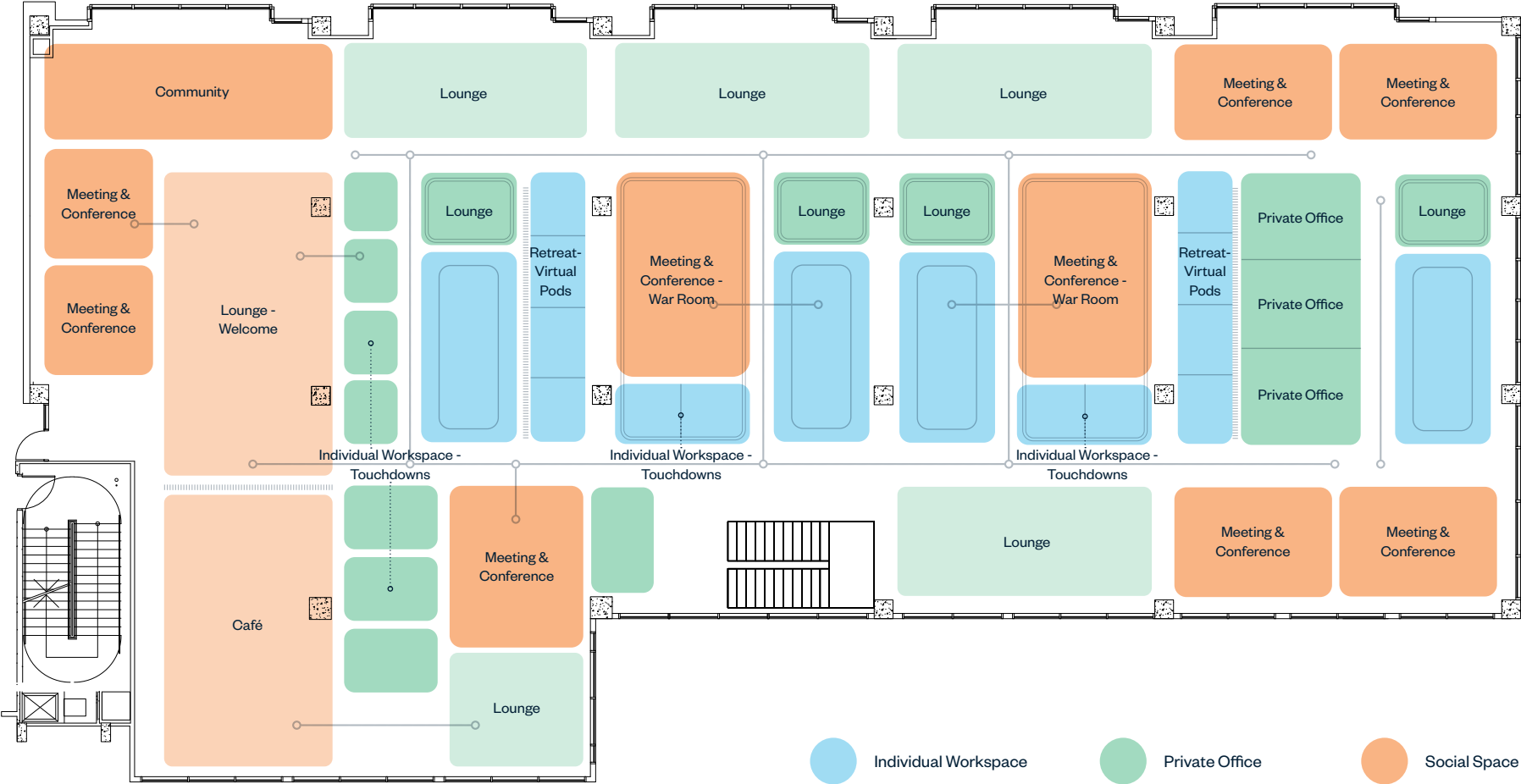
- Focus workstations
- Phone booths
- Smaller meeting rooms
- Large meeting room

Future

- Phone booths as edge
- Open/enclosed collaboration room
- Virtual connection pods
- Smaller work lounges
- Tech, flexible furniture / informal

**Similar square footage*

Compete Office Floorplate Design

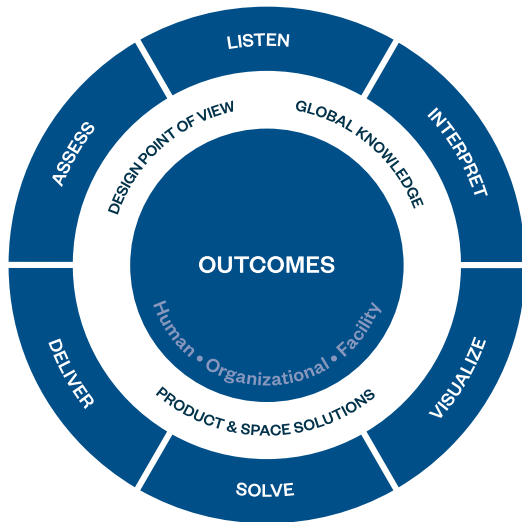


Office Ratios:
 60% Group Meetings
 20% Smaller Meetings
 20% Heads-Down

Floorplate Ratios:
 40% Individual Workspaces
 50% Social Spaces
 10% Private Offices

Social Spaces:
 Meeting & Conference
 Community
 Lounge

ORGANIC WORKSPACE



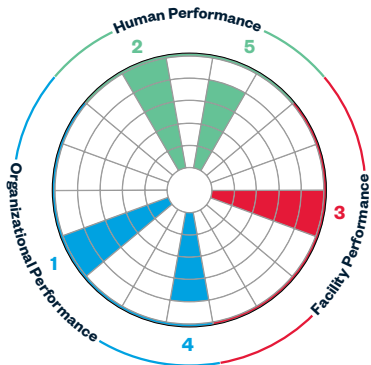
Haworth Expertise

Haworth's Organic Workspace helps align your people and space for optimal performance. Using our unique perspective and process, we assist you with knowledge-based solutions. We'll explore with you the right balance for your ecosystem to accommodate a continuous flow of work in multiple environments. Our goal is to help your people be effective and make the most out of your real estate investment.

Want to learn more?

Get more in-depth information by visiting haworth.com

LISTEN→ INTERPRET→ VISUALIZE & SOLVE



EMOTIONAL
Nurturing your psychological state

PHYSICAL
Supporting your corporal needs



HAWORTH® is a registered trademark of Haworth, Inc.

© Haworth, Inc. All rights reserved. 2020 9.20

haworth.com | 800 344 2600