



WEBCAST WORKPLACE STRATEGY

Creating a Competitive Edge

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Introduction

In 2024 there will be a relationship reset between employer and employee to drive resolution to the evolving “Purpose of Place” and its impact on:

- ▶ **People** - How is our workplace enhancing our culture and contributing to a sense of belonging, collaboration, and innovation?
- ▶ **Space** - Is the physical environment driving productivity, creativity, and overall well-being?
- ▶ **Experience** - Are we delivering a cohesive and inspiring work environment that aligns with the organization's mission and goals?
- ▶ **Balance** - What actions can bridge leadership perception and the employee desire for flexibility?

“Quarterly statistical analysis of S&P 500 companies’ financial results did not find significant changes in firm performance in terms of profitability and stock market valuation after RTO mandates from pre-COVID performance.”

RETURN-TO-OFFICE MANDATES
UNIVERSITY OF PITTSBURGH,
JANUARY 2024

People

HOW CAN THE WORKPLACE PROPEL CULTURE, EMPLOYEE EXPERIENCE, AND ENGAGEMENT?



20% of employees feel connected to company culture¹



82% of employees said the ability to work from anywhere has made them happier²



72% of executives agree that organizations with highly engaged employees have happy customers³

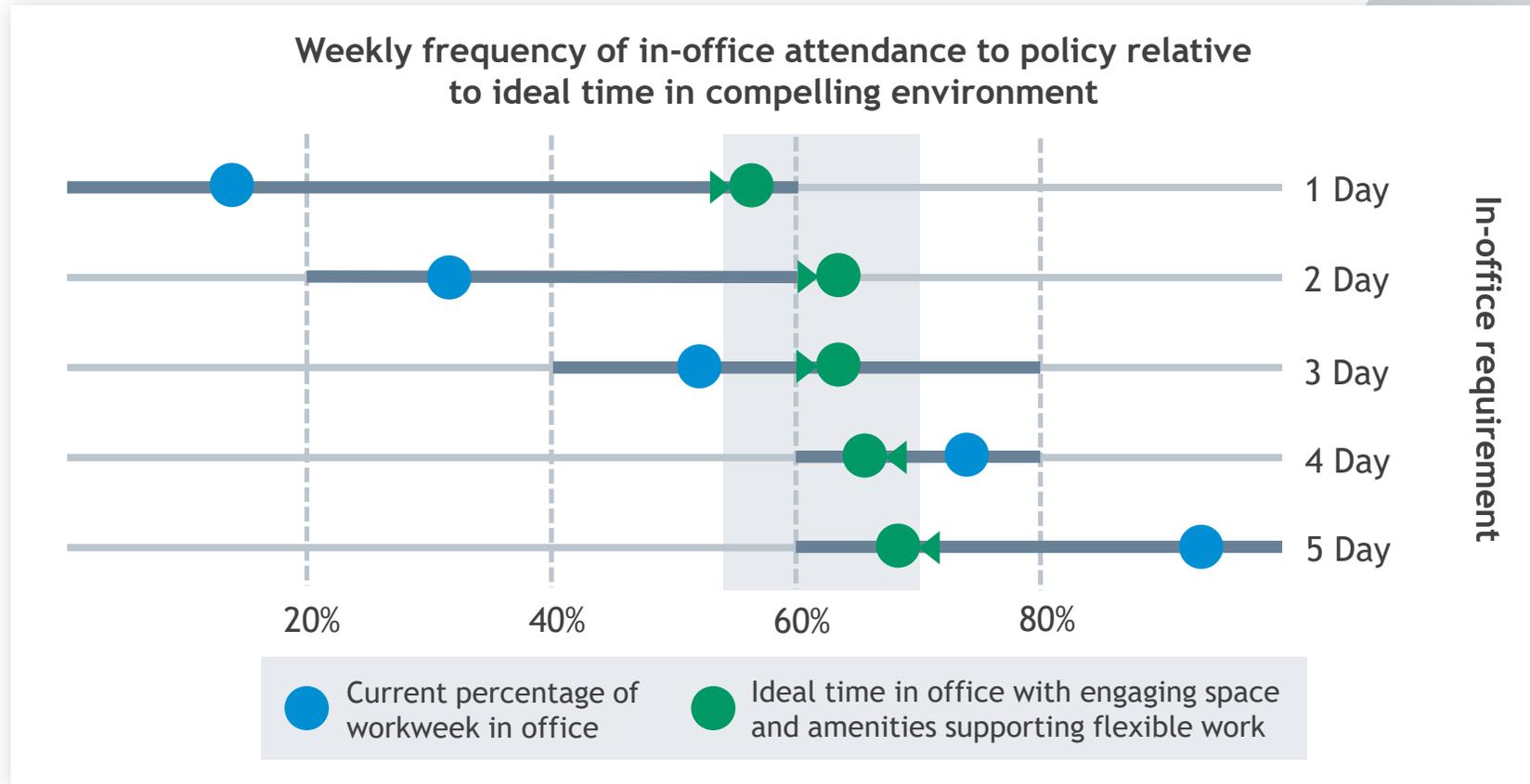
1. Gallup - November 2023
2. Harvard Business Review - November 2023
3. Quantum Workplace Survey - November 2023

Gallup research indicates that how employees are managed has about four times as much influence on employee engagement and wellbeing as their work location.



Space

HOW SHOULD PHYSICAL & VIRTUAL WORKPLACES CHANGE TO MEET EMPLOYEE PRODUCTIVITY, CONNECTION, AND ENGAGEMENT NEEDS?



In-office requirement

“The new workplace is a compelling destination with a choice of experiences where people desire to be.

Office workers want everything the office has traditionally offered (colleagues, technology, mentorship, socialization) and everything they have become used to at home (privacy, acoustic control, fresh air).”

Experience

HOW DOES PLACE, SPACE, TECHNOLOGY AND PEOPLE IMPACT WORKPLACE EXPERIENCE?

A 2023 survey by Gallup shows that companies which put employee experience at the forefront have a:



17% improvement in productivity



41% decrease in absenteeism



21% increase in profitability

By 2024 companies that maintain a dedicated cross-functional team focused on developing workplace experience strategies are:

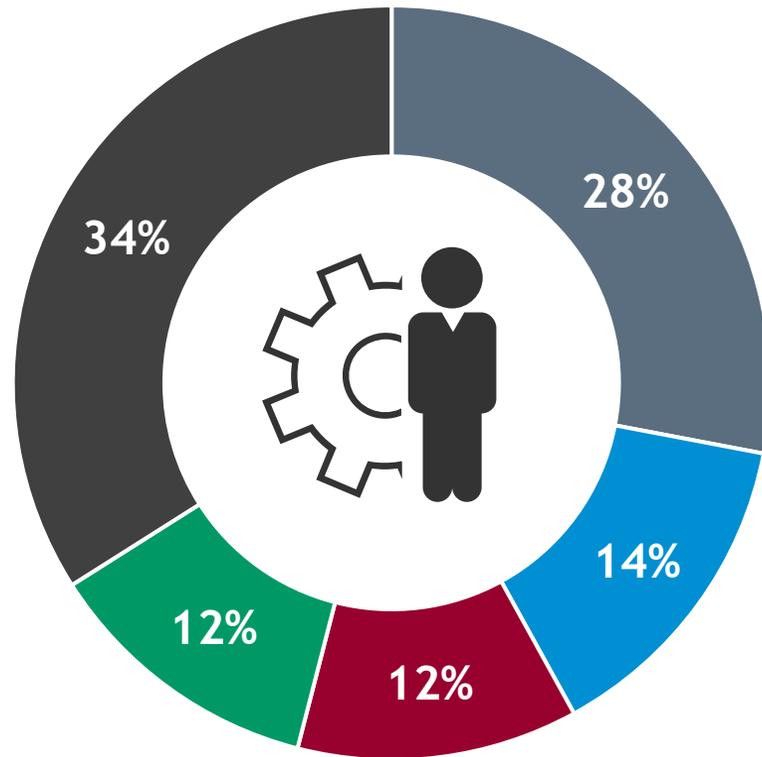
80%

More likely to achieve high levels of employee satisfaction.

Source: www.cerkl.com

Balance

IS THE DISCONNECT BETWEEN LEADERSHIP & EMPLOYEES
HAVING A NEGATIVE IMPACT ON THE ORGANIZATION?

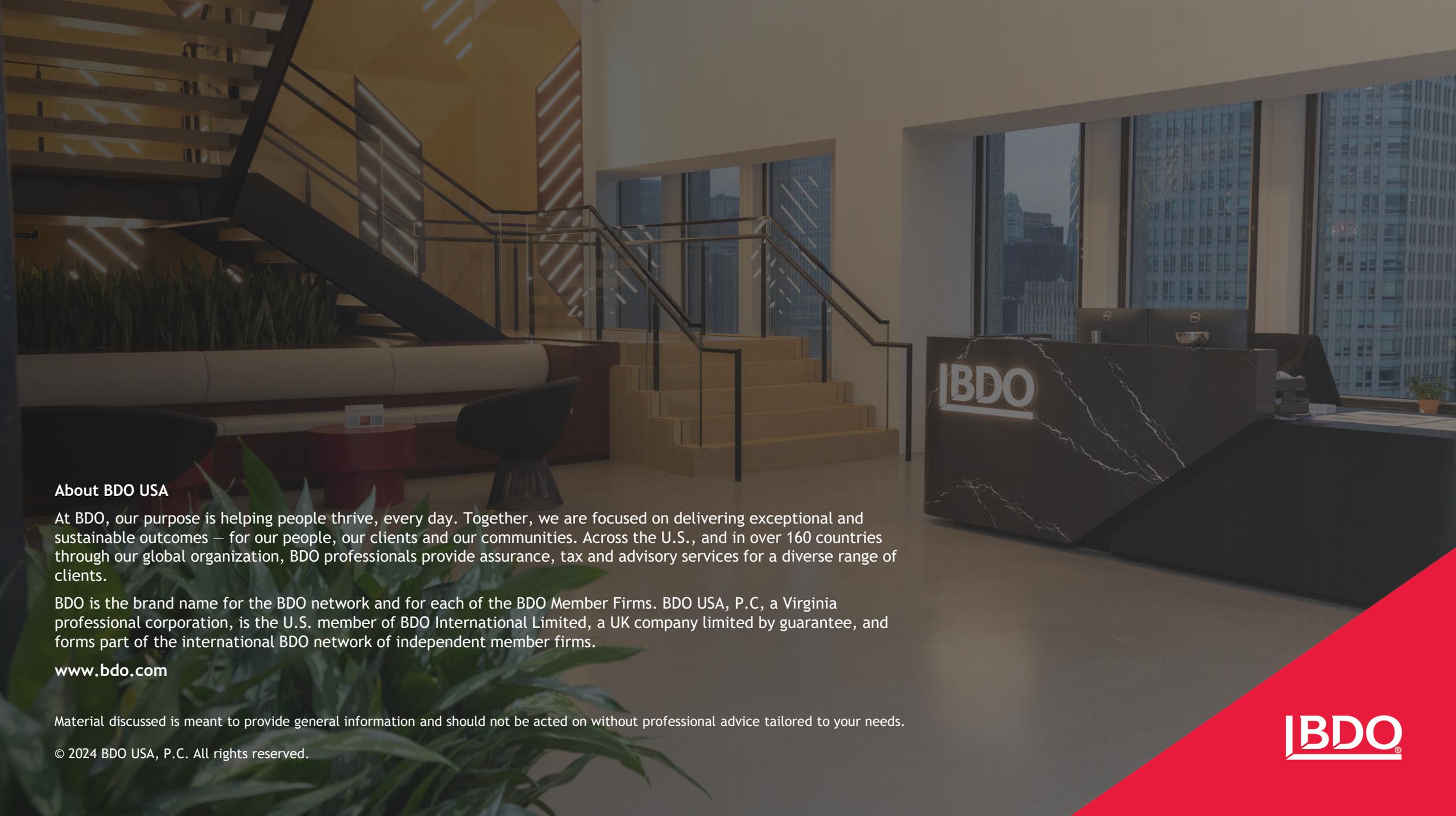


TYPICAL WORK WEEK

- Collaborating in person
- Collaborating virtually
- Socializing
- Learning
- Working alone

“There is a clear gap between employers’ and employees’ optimism about leadership alignment on new ways of working. While 73% of employers agree managers and leadership are aligned on new ways of working (e.g., work schedule, time off, remote and hybrid work), only 55% of employees agree.”

Source: www.gensler.com



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