

The Strategic Workplace: Mobile Worker Impacts on Corporate Offices

The Strategic Workplace: Mobile Worker Impacts on Corporate Offices

(one-hour course)

Speaker: Jay Brand, Ph.D.

Subject Code Index: 2:3 and 2:10 - Interior Design: Design Trends and Space Planning

IIDA Course #5502, W

AIA Course #HAW548; including Health, Safety, Welfare

Course Description: Research has demonstrated many advantages for private offices regarding employee preferences, expectations, and knowledge worker productivity. Can you provide the same advantages within an open-plan office design? Dr. Jay Brand presents workspace and exterior view strategies, along with mobile worker impacts, to encourage positive perceptions of corporate offices. Success factors and lessons learned from the recent headquarters renovation (where he works) will provide insight for your future projects.

This course will cover the following objectives:

- Discuss the relationship between workspace design and organizational performance.
- Identify the four emerging worker categories and the work style shifts.
- Explore how daylight and views relate to workspace mobility.
- Specify three ways interior design features can improve occupancy quality.

Course outline:

1. The strategic workplace
 - Quality of work life for employees should represent any organization's top priority
 - Engaged employees result in organizational improvement and positive performance
 - Organizational programs and initiative
 2. Open offices versus private, enclosed offices
 - What research says about open-plan offices for individual job performance
 - Arguments on "more open" environments do NOT equal "more collaborative"
 - Can we afford privacy?
 - Acoustic separation (speech privacy)
 3. Work styles and shifts:
 - Individual, Collaborative, Generational, and Enclosed to Open
 - Individual work to team-oriented, collaborative work
 - Comparisons and categories of workers
 - Personal control
 - Preference vs. function
 - Preferred environments
 4. Real estate approach
 - Group vs. individual spaces
 - Adaptable, organic workspaces and practices
 - Infrastructure and strategic alignment
- Occupancy Quality
- Workspace design and planning
 - Daylight, exterior views, community/group identity
 - Work methods and trends
- Summary and Conclusions