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# THE FUTURE OF WORKPLACE

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IN THE LAST TEN YEARS, PEOPLE, TECHNOLOGY AND COMPANIES HAVE CHANGED RAPIDLY. ADVANCEMENTS IN TECH, GLOBALISED WORK FORCES AND CHANGES IN THE WAY PEOPLE WORK HAVE ACCELERATED, AND OFFICE SPACES AND BUILDING OWNERS ARE CATCHING UP.

## WHAT EMPLOYEES WANT

With the increasing change of the guard amongst workers from baby boomers to millennials and generation Z, there is greater demand than ever for flexibility within the workplace. Employees don't want to be desk bound for eight hours a day, five days a week. They want the breathing space to work between their home and the office, and when they are in the office, they want experiential spaces that feel as comfortable as their own living room.

It's not just the physical look and design of workspace that matters however. Employees increasingly expect a higher standard from employers in all regards - from supportive people focused cultures, authentic 'lived' values, flexibility with hours and location, and benefits like additional leave, gym discounts and regular staff events. The office in which

they spend most of their time plays a big role in employee engagement.

- More flexibility – ability to work from home, hot desk, flexible hours
- A variety of spaces to work and meet (internal or external)

- Office design that supports active lifestyles
- Good quality coffee and dining options
- Space they look forward to spending time in

### WHAT'S IMPORTANT TO EMPLOYEES IN THE WORKPLACE

 Amenities that support active lifestyles	 Beautiful enriching spaces	 Flexible desk and meeting spaces
 Good quality coffee and dining options	 Design to support different working styles	 A sense of community

# UNDERSTANDING THE SHIFT TO NEXT-GENERATION OFFICES

SO WHY ALL THE FUSS ABOUT CREATING EXPERIENTIAL SPACE FOR EMPLOYEES? SURELY PEOPLE ARE THERE TO WORK, NOT HAVE THE FEATURES THEY'D EXPECT FROM THE AVERAGE FIVE-STAR HOLIDAY RESORT?

The answer, of course, is employee retention. Attracting highly-skilled experts and creatives who are leaders in their field is key to success in the cut throat globalised and digitalised world of business. As income stagnation is likely to continue in the near term, employers will turn to methods other than salary increases to attract the right employees. The built environment and the amenity that it offers will become key in engaging workplace communities.

**ACCORDING TO THE NAIOP RESEARCH FOUNDATION, 91% OF BUILDING TENANTS SURVEYED RATED EMPLOYEE RETENTION AS HIGHLY IMPORTANT IN ATTRACTING AND RETAINING EMPLOYEES.<sup>1</sup>**

Top global companies like Salesforce, Boston Consulting and Deloitte (all included in top ten places for 2018) invest heavily in creating workplaces that are great places to work, both physically and culturally. Not only does it boost employee retention, it's win-win for these companies who reap the benefits of higher engagement and productivity in all areas.

## FLEXIBLE SPACE AND EMPLOYEE ENGAGEMENT

A study referred to by Contour Interiors found that when it comes to office design, 88 per cent of highly engaged employees feel they have control over their work experience. In contrast, only 14 cent of highly disengaged employees felt the same. When space gives employees the freedom to work in a variety of styles to complete the task (whether that's collaboration or quiet working), engagement is high. This doesn't need to mean a high cost redesign of your office. Partnering with a venue that can offer such flexibility and become an extension of your workplace is an excellent solution at a fraction of the price.



## TODAY'S TALENT MARKET

- Global
- Competitive
- Reduced employee loyalty
- Rapid updates in technology
- Industry disruption
- Employees increasingly asking "what can you do for me?"

# 7 IN-DEMAND FEATURES OF TOMORROW'S WORKPLACE

## 1 MIXED SPACES TO SUPPORT MIXED WAYS OF WORKING

Engagement is high when workers have the flexibility and freedom to work in the manner appropriate to their task. A range of fixed desk space, hot desks, quiet or private work space, informal collaboration space, relaxation and breakout space and formal meeting spaces are now recognised as best practice in office design for ultimate productivity and engagement. Larger event and training spaces are also important, whether internal or with an external provider.



## 2 BEAUTIFUL, CREATIVE, UNIQUE OR SLEEK DESIGN

Blurring the lines between home and work, café and hotel, beautiful space will be sought after. Soulless grey cubicles no longer cut it in the battle to attract employees.



## 3 DIGITAL INTEGRATION AND AMENITIES

With the smart age upon us, integrating digital lounges, power points, HD projectors and smart features into office design will become much more than a novelty. Workplaces will need to offer seamless virtual team meeting facilities and remote working setups.

## 4 FACILITIES THAT FOSTER HEALTH AND WELLBEING

The dangers of heart disease caused by being stationary eight hours a day are now well known, and companies are looking for ways to promote healthy lifestyles and movement. In most cities, high achieving employees live active lives and prize offices that enable their morning cycle to work or lunch time gym class. Future workplaces must offer amenity and design that encourages and supports employee wellness

End-of-trip facilities like showers, lockers and change rooms are a necessity of today's workplace, let alone tomorrow's. It's the quality of these facilities however that stand to see the biggest changes in future workplaces. Rather than just the bare essentials, we can expect to see everything from premium interiors, fresh complimentary towels, top of the line hair styling appliances and dry-cleaning services.

## 5 RICH COMMUNITIES AND CROSS-POLLINATION

More than ever, companies understand the value of their people having access to high-knowledge employees in other companies. In parallel to this, employees want more than just the built environment – they want lifestyle choice and a sense of community.

There's a big positive out of this for business. Networking and knowledge sharing not only enriches employees wisdom, it builds relationships that can become the source of partnerships or business deals. That's why Cliftons Venues have employed a community manager to organise lifestyle activities for staff and clients, from yoga and boxing to cocktail and sushi making classes.



## 6 EXCEPTIONAL CAFÉ AND DINING OPTIONS

It may be a 'nice to have' at this point, but as the drive to activate office buildings grows, five-star cafes or eateries will be in high demand – particularly in de-centralised office buildings where lunch options are limited.



## 7 FOR PARENTS, ON-SITE ACCESS TO CHILDCARE

Meeting the demands of work and parenting is demanding for employees with children. Office buildings offering childcare on-site provide a sizeable drawcard for such employees when choosing (or choosing to remain with) an employer.

**“THE BUILT OFFICE ENVIRONMENT AND THE AMENITY THAT IT OFFERS WILL BECOME KEY IN ENGAGING WORKPLACE COMMUNITIES”**



# THE DAWN OF THE FLEXIBLE ‘EXPERIENCE’ WORKPLACE

FLEXIBLE WORKPLACES HAVE TAKEN OFF AS A 21ST CENTURY SOLUTION THAT PROVIDES BOTH THE FLEXIBILITY AND THE EXPERIENTIAL DESIGN EMPLOYEES AND EMPLOYERS ARE SEEKING.

With the pace of technology and shifting market forces what it is, businesses can rise and fall at an accordingly fast rate. Under such uncertainty, it can be restrictive committing to a long term commercial lease when in three years the company may have doubled in size. Flexible office spaces, as both workplace experience destinations and commitment-free solutions, are ballooning in popularity.

While there are thousands of co-working companies and event venues in market, only a small handful combine a range of services to deliver a holistic solution to business owners and employers. Cliftons is one of the few venues uniquely positioned to offer a combination of both flexible office suites and event and meeting space partnerships, for short term projects or long-term work space.



It's not only start-ups and freelancers who are making the most of flexible work spaces and meeting venue partnerships. Many established blue chip companies are increasingly integrating external space to complement their office portfolios.

*Many blue chip companies seek to emulate the vibrant culture of start-ups, partly to win new business but also to be perceived to offer a dynamic working atmosphere.*

### **CLIFTONS VENUES: MEETING SPACE PARTNERSHIPS AND FLEXIBLE OFFICE SPACE**

Cliftons Venues offer contemporary space for training, meetings and events across Australia, New Zealand and Singapore, while Cliftons Workplace is our flagship flexible office experience offering next-generation suites in the heart of the CBD. Workplace gives business access to amenity and community-rich spaces with a commitment level that suits their needs.

From sophisticated desk space to contemporary breakout lounges, meeting space, coffee and community events, clients can take advantage of incredibly vibrant office experiences on month-to-month or annual terms. Clients also have the option for inclusive all-day dining with their space, giving them plentiful delicious cuisine prepared by the resident kitchen team.



## A CASE STUDY: KPMG'S FORAY INTO FLEXIBLE OFFICE SPACE

As a notable example, KPMG moved their London professional services team from their austere Canary Wharf offices into co-working space, to have on-the-ground access to the fledging start-ups they are involved with. It's a symbiotic relationship that works both ways, giving the start-ups the expertise, direction and stability they require as they scale up.

## WHY BUSINESSES CAN'T AFFORD TO BE LEFT BEHIND

We are standing at the cusp of dramatic leaps in technology. Changes in work place expectations and flexible employee arrangements will give businesses who are ahead of their game a significant advantage in attracting high value employees. This does not mean businesses must have endless budget to contend in the race, however. It's about finding solutions that suit your company, whether that's upgrading your office,

leveraging a space partnership as an extension of your work space, or a combination of the two.

To find out more about how your business could benefit from a partnership with Cliftons, contact us today.

**ENQUIRE NOW**

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