



Creating workplaces that address new ways of working starts with using a new process. The workplace strategy process developed by Dr. Margaret Serrato helps organizations improve space utilization and boost employee engagement by focusing on mobility and collaboration patterns rather than conventional headcount projections and workstation sizes. The process has three major steps, preceded by a period of teaching the organizations about workplace trends and followed by helping organizations build a change message.

Learn: Workstyle Patterns + Workplace Attributes

First, we collect data to confirm space utilization using chair sensors or other electronic or manual methods. The results provide insightful, unbiased data to inform planning. Then we hold staff workshops or use surveys to prioritize the attributes of an ideal workplace. The results include a scorecard that can be compared to post-occupancy results.

Plan: Strategy Summit + Strategy Map

Next, we take what we've learned so far and work with the workplace strategy committee to incorporate every departments' business objectives into a unified strategy map that encompasses space, staff performance and well-being, technology, and management methods.

Create: Settings and Concepts

Finally, we develop progressive workplace concepts with a variety of individual, group, and community settings based on the data collected and strategy map. We use Space Syntax to demonstrate how the concept supports natural patterns of mobility and collaboration.