



SPACE & PERFORMANCE

SOME MATTERS AND FACTS

SIGNAL 



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SOME MATTERS AND FACTS

WHAT'S NEXT AT THE WORKPLACE?
HERE ARE OUR THOUGHTS...
BASED ON OUR COLLECTED DATA
FROM ACTUAL PEOPLE

By **GITTE ANDERSEN** Global Head of SIGNAL
Data from **SIGNAL ANALYTICS** – data collected for 20 years

PURPOSE

“Money doesn’t have sex but still they reproduce...”

Is ‘money’ enough reason to go to work for a corporate business?

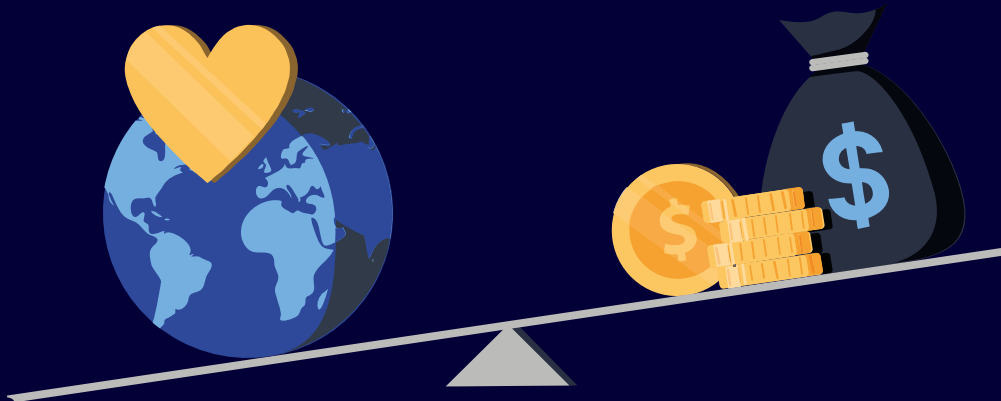
60% of millennials want to join companies with a strong purpose!
They are on a LOVE journey!

84% of executives believe that an organisation with a shared purpose will be more successful in transformation

Could a purpose be:

“Bringing dreams to life”

Telling the story of how the company – maybe by providing micro loans to locals or in other ways using its product - can support people’s dreams. Showcased by specific live examples... something to be proud of bringing to life; something that’s changing the local community; dealing with big local issues?



EXPERIENCE

“A product is an experience waiting to happen...”

77% of millennials say that their best memories are from authentic live events & experiences.

They value experiences and the memories created through these are much stronger than materialistic possessions and commodities.

78% of millennials would choose to spend money on an experience or event instead of buying a product.

Could an authentic experience be to meet the coffee farmer from Ethiopia and hear him tell about how the Fairtrade agreement they have with the company gives value to the whole village? Wouldn't the coffee taste so much different every time?



SUSTAINABILITY

"We are entering a generation where dealing with a sustainable lifestyle is becoming personal – millennials feel things are moving too slowly and want to take action themselves – corporate initiatives are not enough..."

Millennials are on a quest for meaning. Their focus has shifted from titles, salary and benefits to being able to change the world.

31% of millennials believe that climate change is the biggest challenge that societies are facing today.

Could a sustainable initiative be coming back to a lifestyle where we repair and reuse stuff? A 'stop buying stuff and throwing it away' campaign?

Bring your old clothes and participate in a workshop with one of the hottest upcoming designers: learn how to reuse your old stuff – transform it to new, hot & personal designs – be your unique self!



INNOVATION

“We are talking about innovation as if it’s only about creating the next Google or Amazon, forgetting the rest we could and should innovate on”

94% of companies say that it is essential for them to create the future organisation. But only **56%** say that they have a plan!

Could innovation also be about inviting local incubators inside our working community to start innovating together on things we could bring to life locally? Something authentic that made a difference in our local society? Maybe the next vendor providing us with an authentic experience around a product?



WORKPLACE

“We are talking about the importance of the workplace all the time but lack documentation for how it drives productivity, happiness and efficiency”

For **70%** of millennials, the workplace is more important than the salary.

There is a need to professionalise and document success with data!
What success looks like and how to measure it through pre-and post-measurement.
Then we start to use space as a strategic tool to drive performance.
Then we start to talk about something we know about and can document.
Then we start to evolve based on best practice.



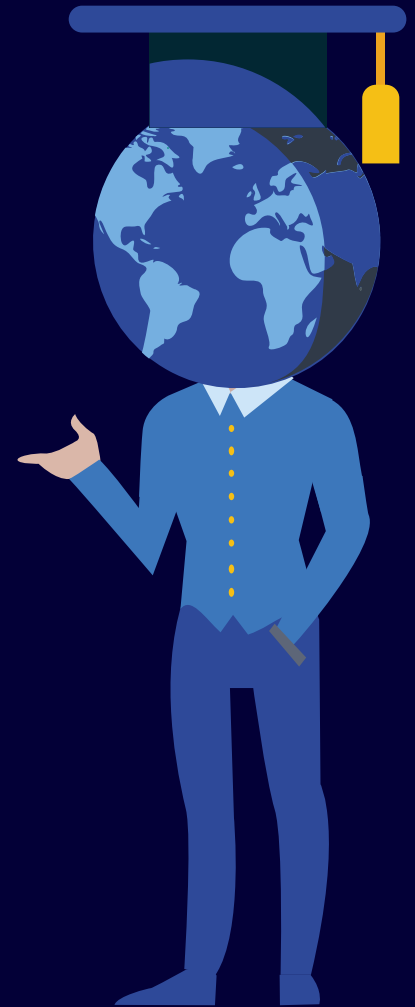
"FLEXUCATION" – LIFE LONG LEARNING

"We keep on talking about the importance of attracting and retaining employees –how about facing the fact that we only have each other on a short-term loan?"

On average, the next generation will have between **18-20 jobs** in their work-life career - they will build up their own CV, flying like a bee "from flower to flower", focusing on lifelong learning and not doing only one thing as a profession in their life.

67% of millennials rate courses and lectures as something important that the employer should pay for.

How about starting work with a workplace where you can get lifelong learning? Where the learning environment comes to you: it's there all the time, educating, collaborating, innovating and communicating on all the new stuff you like to learn about to keep up with the future!



TECHNOLOGY

“There is a generational mishmash on how we see the use of technology and its importance in our lives”

For millennials, technology is something that is truly integrated with how they breathe. It's an extension of their body and they think of it as something that supports an individually tailored lifestyle, based on their needs on demand!

Many existing employees feel unproductive for several minutes every day because of technology not working.

We need to bring in a stronger focus on utilising **TECHNOLOGY** to support tailored events and individual needs; to make things work daily! We talk about it, but we are way behind in using it as a real tailored value creator supporting us in our workplace.



THE RISE OF THE COLLABORATIVE ORGANISATION

"A traditional client typically divides facility management, people management, technology management, strategic management, etc. into silos – but, in the real world, they need to be interlinked"

Individually we can only prolong the past – but maybe together we can look into the crystal ball?

We need to create a collaborative organisation – an interdisciplinary team focused together on the people we will take care of, the experience we will give them, in the workplace we offer them, with the technology that should support it all, with the focus on the PURPOSE we are here for – together!

What does that organisation look like? A symphony orchestra headed by a conductor?



SIGNAL TRENDS,

Background data

DATA & TENDENCIES

SIGNAL Analytics

C – LEVEL FOCUS



INCREASE TRUST & PUBLIC RELATIONS

66% of customers are willing to pay more for products from more socially responsible companies



INCREASE PURPOSE & JOB SATISFACTION

50% of top executives believe that the biggest challenge right now is to create meaningful tasks with high commitment and job fit



INCREASE PRODUCTIVITY & PERFORMANCE

75% of top executives believe that there is a need to simplify work processes. Technology & globalisation have created employees overwhelmed with information



REDUCE ENVIRONMENTAL IMPACT

Most customers want to bring down their carbon footprint and employees are concerned about the environment



ATTRACT & RETAIN TALENTS

60% of millennials want to join companies with a 'purpose'
68% have considered changing their job in the last year



INNOVATION

94% of the companies says that it is essential for them to create the future organisation.
But only 56% say that they are ready to do it!



OPTIMISE USE OF M2

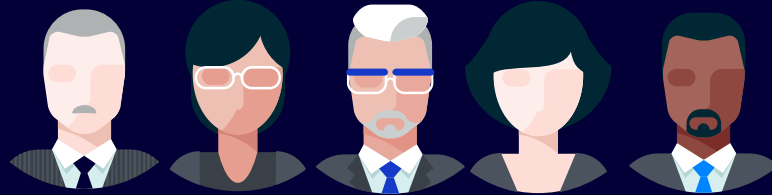
There is a new focus on the connection between use of space and real use over the day



DRIVE CULTURAL CHANGE

84% of executives believe that an organisation with a shared purpose will be more successful in transformation

C – LEVEL CHALLENGES



On average, the next generation will have between **18-20 jobs** in their work life career – we only have each other on loan



An organisation has a lifetime of **maximum 60 years - Multigenerational companies die out**. Innovation is a requisite to keep on being at the top



Employees are entrepreneurs with a focus on work/life balance

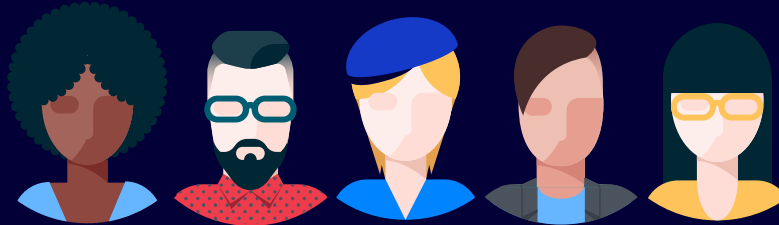


Millennials want to be their own boss, freelancers, free agents, with flexible work, part-time work, etc.



Sick leave due to **stress is still increasing**

MILLENNIALS FOCUS ON A GREAT PLACE TO WORK



Millennials are looking for workplaces with strong cultural communities that they can identify with - "a sense of belonging"!



56% name work-life balance as their top criterion for career success - vs. 46% salary-related. In 2020 - Freelancers will make up 43% of the US workforce



For 70% of millennials, workplace is more important than salary



88% of millennials are seeking workplaces that support networks and experiences that engage them



Millennials are on a quest for meaning. Their focus has shifted from titles, salary & benefits to being able to help change the world

4 WORKPLACE MEGATRENDS ALREADY EMERGING

Reading across the many data we have collected –from existing employees, as well as future employees - we have identified 4 megatrends that are already happening



THE AGELESS
WORKPLACE



THE MINDFUL
WORKPLACE



THE INTUITIVE
WORKPLACE



THE COLLABORATIVE
WORKPLACE



THE AGELESS WORKPLACE

An "ageless" work environment where it is possible to work "forever" – not because people have to, but because they want to.

Age is irrelevant

Employees no longer regard age as a factor for their ability to work

60+ entrepreneurs

70% of all entrepreneurs over the age of 50 are able to keep their start-ups alive for five years, while for young self-employed this is only the case for 28%



Ageless canteens

Canteens become places with a focus on healthy food, rich in vitamins and minerals



Smart networks

The employer utilises the knowledge and experience of senior employees by using them as part-time consultants, who will communicate knowledge and experience to other employees



Mental training

The employer will help seniors at the workplace prevent dementia through regular activities that exercise the brain



Wellness

Courses and programs will make it possible for employees of all ages to meet the challenges and prevent the stress of a busy work life



THE MINDFUL WORKPLACE

**A mindful, calm and aware workplace that
nourishes health and the capacity of the mind**

Digital overload Employees are overwhelmed by the need to be online and available

Mental health Focus has shifted from exclusively being on physical health to also being on mental health

Flexibility The mindful employee wants flexibility to comply to a well balanced life



Cut the connection

Mindful employees start turning their back on the stressful, always-online, digital lifestyle



Day dreaming

Future organisations will encourage employees to engage in "daydreaming sessions" to promote problem-solving and productivity



Regular breaks

It is important to take regular breaks to "drift away" and enhance productivity



THE INTUITIVE WORKPLACE

A workplace that keeps track on employee's work environment, their spirits, needs and wishes, to create an all-embracing, intelligent and intuitive work environment

Data The increase in personal technology will generate more information about the way we work

Omni-channel marketing Data-driven and tailor made solutions give every employee a personal experience that matches their needs

Close-proximity services Our habits can be traced and measured. Location-based technology is bridging the gap between digital and physical interactions



Orchestrated work environments

Workplaces will analyse employee interactions and use them to create new collision points to promote new ideas and creativity



Big data offices

Organisations will develop big data plans from analysis and computers to identify hidden patterns



Productive behavioural patterns

Employees will, to a higher degree, use their mobile devices to monitor their own habits, allowing employers to more easily understand productive and behavioural patterns



THE COLLABORATIVE WORKPLACE

A workplace that is keen to cooperate and being sociable and collective in the way it works

More time together

The modern employee will actively participate in at least five ad hoc teams at the same time

The century of the female

This is the century of the woman – in an increasingly social, transparent, mutually dependent world, the characteristics that are traditionally regarded as masculine are no longer exclusive



Collaborative and flexible work

Employees who want a collaborative work environment that boosts creativity. These employees prefer hot-desking instead of traditional structures



Social media

Collaborative employees are aware of their online reputation and at the same time open to using equipment to track habits at the workplace, to measure their performance



Sharing of personal data

Employees who want an open and transparent environment where they can share information

THE FUTURE OF WORK POST COVID-19

Healthier, safer, more sustainable & productive - better & beyond



RE STRATEGIES

- Redefining **Building Portfolio Strategies** with new needs for space, when **traveling less and working more remote**
- Reconsidering future locations to **prevent contamination**
- Reconsidering **expansion plans** when knowing how countries have dealt with COVID-19



HYBRID WORK FORMATS

- **The Point of the office:** Collaboration, innovation, communication and fun in mixed formats
- **Work from home:** Flexible working, tools and experiences ensuring productivity, connectivity and community
- **The 3rd space in the community:** 'Meeting hubs' with high-tech tools, services and platforms to stay connected, well and productive



DATA PRIVACY & HEALTH MONITORING

- Turning health monitoring into an experience by integrating it with **technologies and services**
- Empowering people to share health data to increase **safety**
- **Communicating** the **purpose** of monitoring health data



FLEXIBILITY

- **Agility** and **flexibility** on all levels to ensure swift responses to future challenges
- An **Agile** and **flexible** building portfolio, enabling instant changes to be made in building sizes and locations



COST IS STILL A STRONG FOCUS

- An **'intelligent' cost** approach for investing in employees up front, to get long-term ROI
- **Sustainable cost strategies** that require **strategic, people-centric** data to document ROI and success



THE KPIS ARE STILL THE SAME

- **Attract and retain** the right people and make sure, that the right people are **productive**
- This requires a **people-centric** approach to create **safe, sustainable and flexible workplaces** with **great curated service experiences** on demand



TECHNOLOGY

- **Nudging and informing** about safe behaviours and security measures
- Digital tools gathering **health data** - and data policies ensuring mutual **trust and safety**
- **Contactless workplaces** with voice and facial recognition, IOT and AI, increasing safety at work
- **On demand, customised service experiences** both in and outside the office



SUSTAINABILITY

- **Energy efficient, CO2 neutral** and **biophilic** workplaces
- **Nudging** towards more **waste reduction, recycling and upcycling**
- **Sustainable building features** that reduce absenteeism



BEHAVIOURS

- A **sense of belonging and community** when working remote
- Remote **collaboration, communication** and **innovation**
- **Mixed virtual formats** for fun and socialising



LEADERSHIP

- **People-centric leadership** focusing on what makes people productive
- **Proactive & virtual feedback** supporting employee needs
- **'Responsible human leadership'**
- **Virtual management collaboration** on strategic decisions



CURATED SERVICE EXPERIENCES

- **Customised, on demand service experiences** focusing on **diversity** and **driving ROI**
- **Experiences** within the **local community** to demonstrate **purpose**
- Service staff equipped with a **license to ACT**



TRAINING, LEARNING & INNOVATION

- **Lifelong learning** supporting continuous innovation
- Upgrading everyone to a new normal, to ensure alignment on **post COVID-19 ways of working**

CORPORATES & INNOVATION



94% of companies say it is essential for them to create the future organisation.

But only **56%** say that they are ready to do it!



MANY COMPANIES
AGREE ON MANY THINGS
.... ONLY A FEW FOCUS
ON INNOVATION

COMMON FOCUS ON INNOVATION

BIG & GLOBAL

10.000 - 30.000 m²

3.000 - 5.000 m²

150 - 500 m²



INCUBATORS

WHAT ALL AGREE ABOUT

INCREASED FOCUS ON OPERATIONAL COSTS
incl. real estate tax

INCREASED FOCUS ON SUSTAINABILITY
energy efficiency & wellbeing

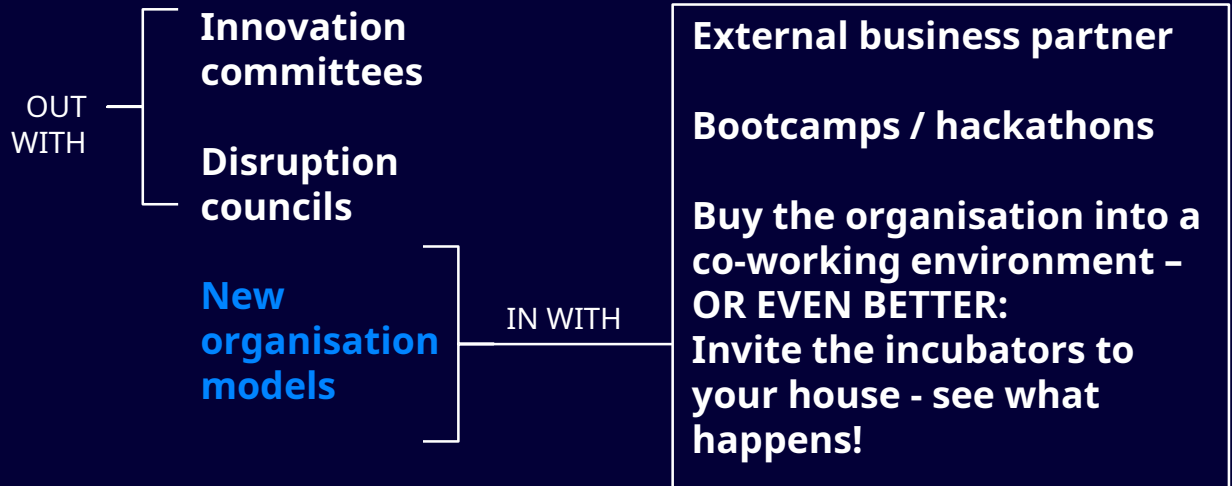
FOCUS ON OPTIMISATION OF M²
focus on lease / workplace not only lease/m²

THE PHYSICAL SURROUNDINGS HAVE TO
BRAND THE COMPANY
attraction /retention

FLEXIBILITY TOWARDS FUTURE NEEDS /
LESS AND MORE M²
shorter notice periods

INNOVATION
CANNOT BE OUTSOURCED
OR DELEGATED

It's a new perception for ways of working that goes between people that are present



INNOVATIVE PARTNERSHIPS BETWEEN
CORPORATES & START UPS
ARE ALREADY ONGOING

“Adidas launches sports accelerator program
aiming to identify potential new strategic projects jointly with the global start-up scene”

“Shell Global
launches a corporate incubator as an offshoot of its R&D division”



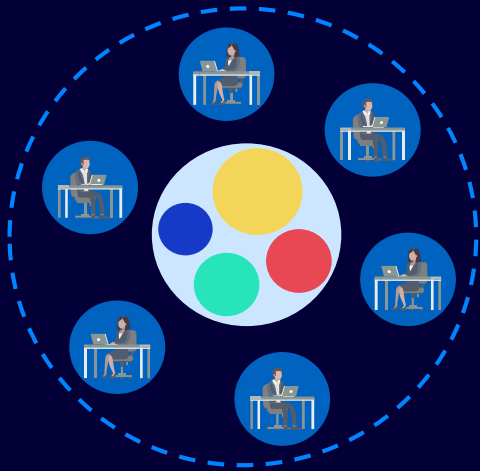
“Maersk: start ups shall secure the new growth of Maersk”

BBC Worldwide's accelerator Labs has built startup Foodity's shopping cart technology into the back end of its newly relaunched Good Food website

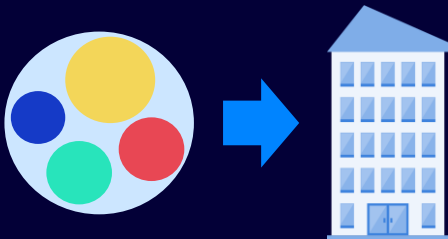
“Rise, created by Barclays, brings together from across the world a carefully curated community of FinTech startups, along with corporate clients and other experts, to work on Barclays' customer and business opportunities and together help to create the future of financial services.”

TWO TENDENCIES FOR
BRINGING CORPORATE & INCUBATORS
CLOSER TOGETHER

GLOBAL ORGANISATIONS WILL BE INTEGRATING CO-WORKING & INCUBATOR ENVIRONMENTS IN THEIR HQ AS A FULLY INTEGRATED OFFER



PROFESSIONAL DEVELOPERS, INVESTORS & PENSION FUNDS WILL BE DEVELOPING OFFICE SOLUTIONS WITH INTEGRATED CO-WORKING/INCUBATOR ENVIRONMENTS



BOTH SHOULD BE INTERESTED IN:

Creating concepts that can be integrated into global corporate structures

Creating high-end global concepts that are serviced and curated – with the same service on a global scale

Engaging globally, with fully integrated service operators who can deliver in many countries and scale up and down as one-point-entry operators

Creating highly agile & flexible lease concepts

Creating workplaces that promote innovation that everybody wants to be a part of!

CO-WORKING CONCEPTS SMALL, MEDIUM & LARGE

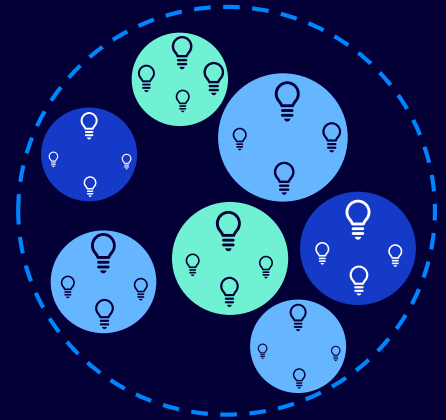
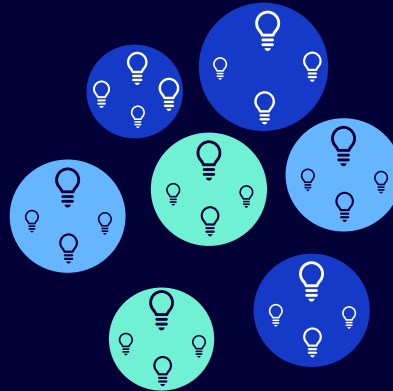
Small & innovative start-ups move into low-budget facilities to build up their business **autonomously as a community**



Coworking clusters start emerging within different types of industries, e.g., **pharma, tech, design & architecture, sustainability, etc.**



Large providers of coworking spaces, such as **Convene, Techspace, Urwork, Spaces, Nextdoor, WeWork & Ihub** start offering curated coworking **facilities & services**



THE OFFICE AS A SERVICE IS ARISING
FROM ONE SIZE FITS ALL,
TO INDIVIDUAL, ON DEMAND,
CUSTOMISED SERVICE EXPERIENCES

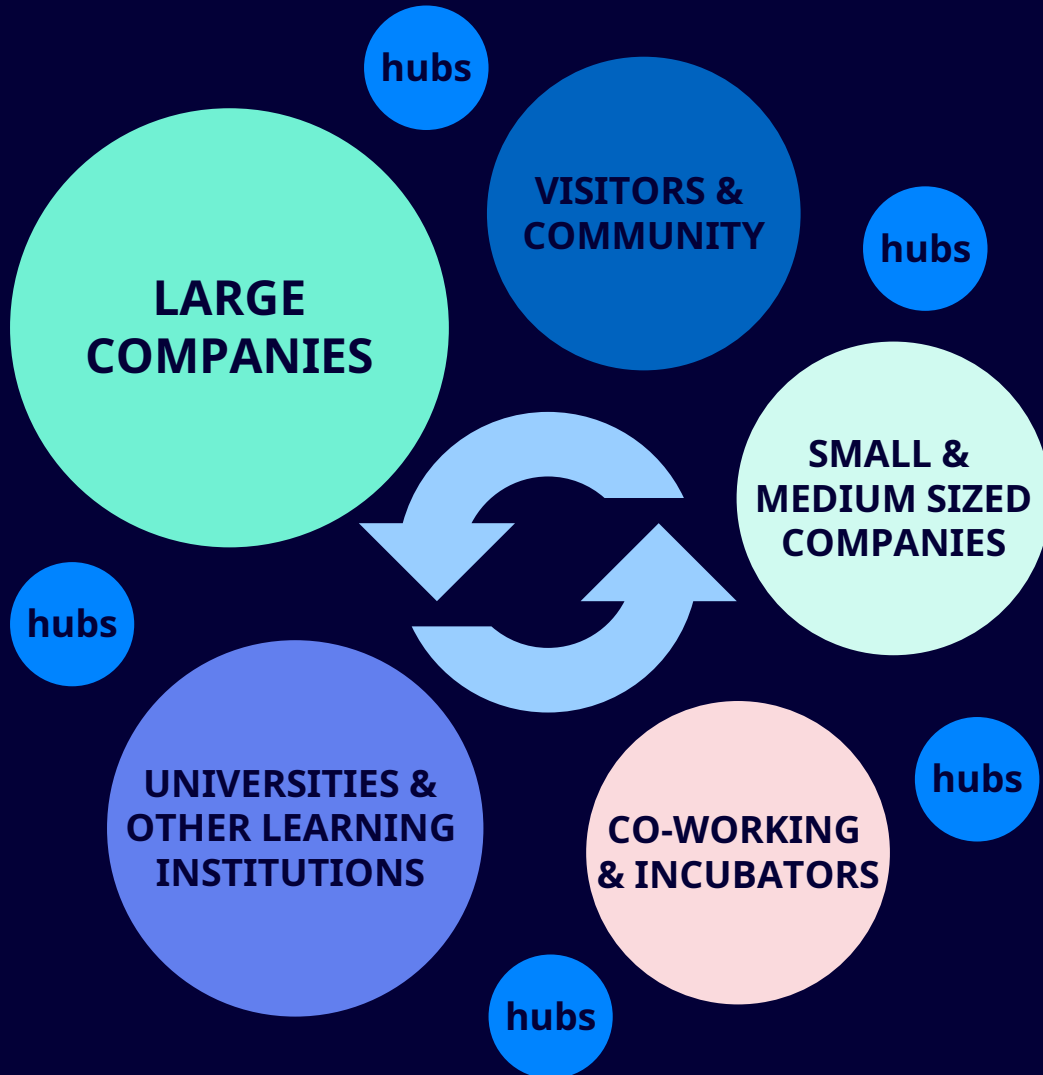
TO EXPERIENCE MANAGEMENT



FROM FACILITY MANAGEMENT

CLUSTERS, CAMPUS' & HUBS

DIVERSITY IN NETWORK, USE & PAYMENT: BY SHARING, WE ALL GET MORE OF EVERYTHING!



THE CITY AS A WORKPLACE LOTS OF OPPORTUNITIES



OFFICE SPACE IS OFTEN UNDERUSED OR EMPTY

10-20% of office space in major cities is empty

Offices are empty 77% of the time and desks are empty 60% of the time



THE WORKFORCE OF THE FUTURE REQUIRES A DIFFERENT TYPE OF WORKPLACE

Freelancers will make up 40% of the US workforce by 2020



THERE IS A NEED FOR MORE EFFECTIVE COMMUNITIES AND NETWORKS

Start-ups and entrepreneurs need more opportunities to network

Global businesses are trying to work with start-ups to attract top talent and ideas

88% of millennials are seeking more engaging and collaborative offices

THIS IS A PEOPLE-CENTRIC AGENDA



1 First, people
& their **needs**



2 Then, the **experience**
we will give them



3 Then, the **workplace**
we offer them



4 Then, **technology** to embrace it all
- hand held & hand hold



5 Then, **bringing it all to life** in a
great, authentic, curated experience

SIGNAL

6 WORKPLACE PRODUCTS

SIGNAL - WORKPLACE EXPERTS STRATEGIC ADVISORY, ANALYTICS & DESIGN

OUR AMBITION

" ...is to help our clients activate their potential to create **PLACES** that improve the way **PEOPLE** communicate, innovate and collaborate!"

OUR VISION

" To create **PLACES** that **GIVE** - with great curated experiences for **PEOPLE** - to make the world work better"

Trusted advisors & experts

- Subject matter experts sharing our knowledge in books, articles, lectures, SoMe posts, think tanks, podcasts & interviews
- We are: architects, designers, CM consultants, communication experts, anthropologists, culture sociologists, economists, experience designers etc.
- We collaborate closely with other SMEs such as behavioral designers, copywriters, experience managers etc.



PEOPLE PERFORMANCE

CHANGE MANAGEMENT
PEOPLE ENGAGEMENT

CORPORATE PERFORMANCE

TOP MANAGEMENT'S
DEMANDS TO OUTCOME
& CRITERIA OF SUCCESS
WHAT DOES SUCCESS
LOOK LIKE?

FACILITY PERFORMANCE

REAL ESTATE & WORKPLACE
STRATEGIES
WORKPLACE DESIGN
SERVICE EXPERIENCE
STRATEGIES

ALL OUR PRODUCTS FOLLOW
THE SAME OVERALL METHOD

WELL TESTED TOOLS & TEMPLATES LINKING PEOPLE & PLACES

Always standing on best practice, supporting our clients in
change management & colleague engagement

DISCOVER

DESIGN

DELIVER



01

02

03

04

05

06

07

08

09

10

- Strategy, frame setting & KPIs
- Identifying stakeholders
- Pre-measurement and analysis of criteria of success
- Creating new insights & recommendations for future strategies

- Insights become experience strategies
- Workplace design concepts for interior design & facility service & how to curate great experiences

- Taken into use
- Post-measurement and evaluation of KPIs, of workplace design & user /customer experience

SIGNAL



SIGNAL STRATEGIC ADVISORY,
DESIGN & ANALYTICS

Strategic advisory



Portfolio strategies
Relocation strategies
Curated experience strategies
Workplace strategies
The Mental Rebuild ®
Optimisation strategies



Design

Workplace design
Interior/custom made design



Analytics

Data & evidence on people and places
Data & evidence documenting success & ROI

DIFFERENT CUSTOMER FOCUS

6 SIGNAL WORKPLACE PRODUCTS

SIGNAL VALUE PROPOSITION

CORPORATE PERFORMANCE

FM STRATEGY/ OPERATE

Portfolio strategy
Restack strategy
New locations strategy

PORTFOLIO STRATEGY

Potential to optimise space and achieve savings on rent, rates, utility & FM

RELOCATION STRATEGY

Lease advice; "From new needs to new spaces" - connecting future needs with people, space and productivity

CURATED EXPERIENCE STRATEGY

Ensuring alignment on all locations on: same use of m2, experience, workplace design & DNA, and guidelines

WORKPLACE DESIGN

Connecting new workplace design with people & productivity

THE MENTAL REBUILD®

Optimising the building to bring in more employees and facilities, and exit out of lease agreements

CO-WORKING PRODUCT

Increased flexibility in use of space/swing space. Increased innovation by bringing in incubators

PEOPLE PERFORMANCE

EXPERIENCE

Improved employee & customer experience
Increased recruitment & retention
Increased stakeholder satisfaction

FACILITY PERFORMANCE

OPTIMISE/EXIT/ DEVELOP

Optimise space
Reduce maintenance costs
Reduce carbon footprint
Exit lease

SIGNAL ANALYTICS
Document connection between space and performance /use of space

HOW WE MEASURE & DOCUMENT OUR VALUE CREATION

PORTFOLIO STRATEGY

Documenting potentials to reduce the number of locations, and/or optimise locations.

RELOCATION STRATEGY

Documenting potentials to lower maintenance costs, use less m2 and increase the quality of new workplaces (based on employee survey and data on facilities and support functions).

CURATED EXPERIENCE & WORKPLACE STRATEGY

Before-and-after online surveys conducted across locations, to measure experience & outcomes towards employee & customer satisfaction. Other data is also tracked in before-and-after measurement.

WORKPLACE DESIGN

Measuring demands to future outcome on specific locations, in before-and-after online surveys of employee & customer satisfaction. Other data is also tracked in before-and-after measurement.

THE MENTAL REBUILD ®

Before-and-after measurements on m2 optimisation. Data on reduced maintenance costs and number of facilities added in same or less space. More for less!

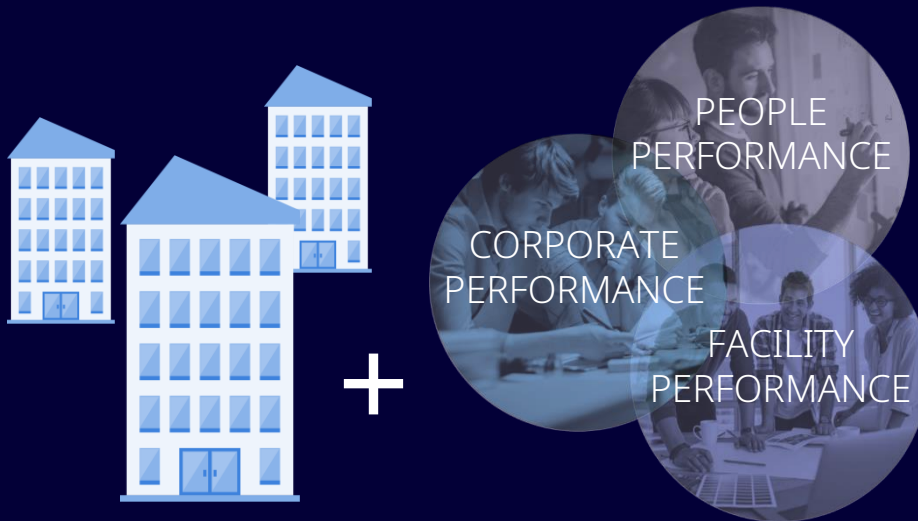
CO-WORKING PRODUCT

Data on m2 to be converted to the CO-WORKING PRODUCT. Data on percentage in return on market rent.

1 BUILDING PORTFOLIO STRATEGY

OPTIMISING YOUR PLACES

We help customers optimise their building portfolio by designing strategies for how to restack, reduce, relocate or reinvent the use of the building portfolio. We utilise potentials for reducing rent, rates and ensure utility savings with workplaces, that deliver for the future.



OUTCOME

- An overall portfolio desk study (for a country, a region etc.) mapping buildings into different categories: small, medium and large
- Feasibility study of potentials for space optimisation and subsequently restacking, relocating or reducing locations
- Benchmarking occupancy data with SIGNAL Analytics data, including ranking the buildings of the portfolio in terms of; Gross area, number of employees, lease exit, maintenance cost etc.

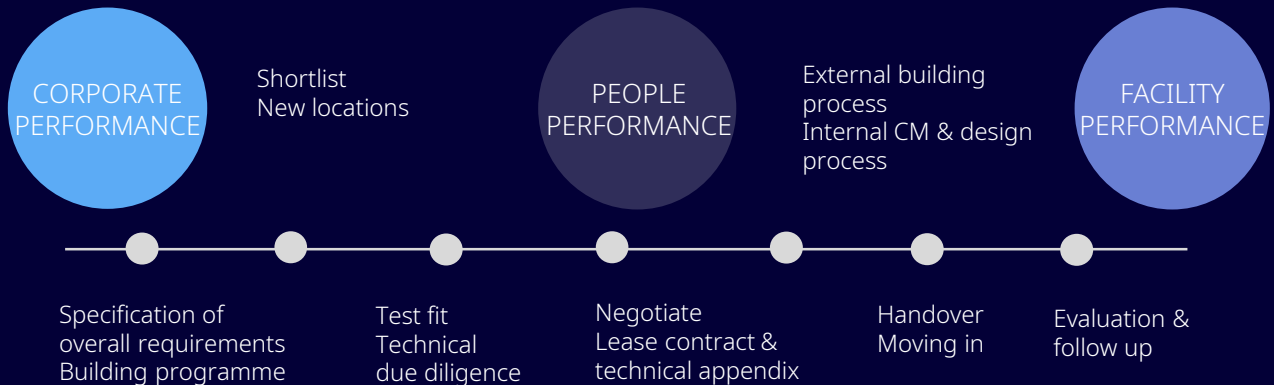
ADDED VALUE

- Relocating a number of medium sized locations into one large optimised location, or small locations into co-occupied co-working buildings and units
- Potential to optimise space and achieve savings on rent, rates, utility and FM

2 RELOCATION STRATEGY

NEW NEEDS IN NEW SPACES

We provide specialised lease advisory to help customers create a tailored relocation strategy, connecting future needs with people, space and productivity. We connect all specific requirements for the new workplaces while ensuring coherence between location, brand, people, experience, productivity and space.



OUTCOME

- Tenant -and customer consultancy to uncover new and future needs, translate them into specific requirements for new spaces, shortlist new locations and provide technical lease advisory
- Management of both internal and external processes in relation to rebuilding existing spaces or building new, handover and move-in, internal Change Management & design processes

ADDED VALUE

- Ensuring coherence between location, brand, people, experiences, productivity and space
- Documenting potential for lower maintenance cost, less use of m2, and increased quality of the new workplace
- Space optimisation, increased employee satisfaction and improved productivity

3

CURATED EXPERIENCE STRATEGY

STRENGTHENING THE WORKPLACE EXPERIENCE

We help customers create strong, smooth and memorable workplace experiences across sites, by bringing the distinct culture of each client to life in architected memorable moments throughout the workday, that carefully connects business strategies and workplace design to employee services provided.



OUTCOME

- A global, regional or local strategy for curated workplace experiences with design and service guidelines to streamline, brand safeguard and quality assure locations in a global or regional perspective. The strategy describes concepts for how experiences are curated and how they connect to the workplace design, while aligning global guidelines and company DNA, with regional flavors and interaction with local communities and resources

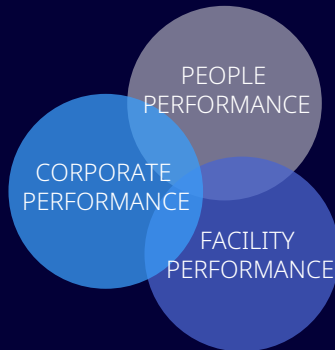
ADDED VALUE

- Ensuring all company locations demonstrate and live the company DNA, comply with company workplace culture and follow organisation-wide practices
- Increased employee satisfaction, talent attraction, retention and productivity
- Provides customers with a global alignment platform for the facility management approach, consultants and landlords in terms of future project management and workplace design

4 WORKPLACE DESIGN

WORKPLACES THAT GIVE

We design workplaces that provide people great opportunities to engage, perform and develop, improving recruitment and retention and increasing stakeholder satisfaction.



- Strategy, frame setting & analysis of criteria of success
- Data collection that creates new insights & future strategies for curated experience



- Insights become design concepts for workplace & interior design
- Defining touchpoints & service experiences



- Evaluation & follow up on workplace design and curated experience

OUTCOME

- A workplace product that deep dives into the single building workplace design, connecting future criteria of success with workplace and service design. Focusing on the entire process from frame setting, specific workplace design, furniture design, wayfinding, taking in use and follow up
- A workplace product that in 10 steps takes global workplace strategies and translates them into the specific building – implementing all guidelines globally and customising them locally

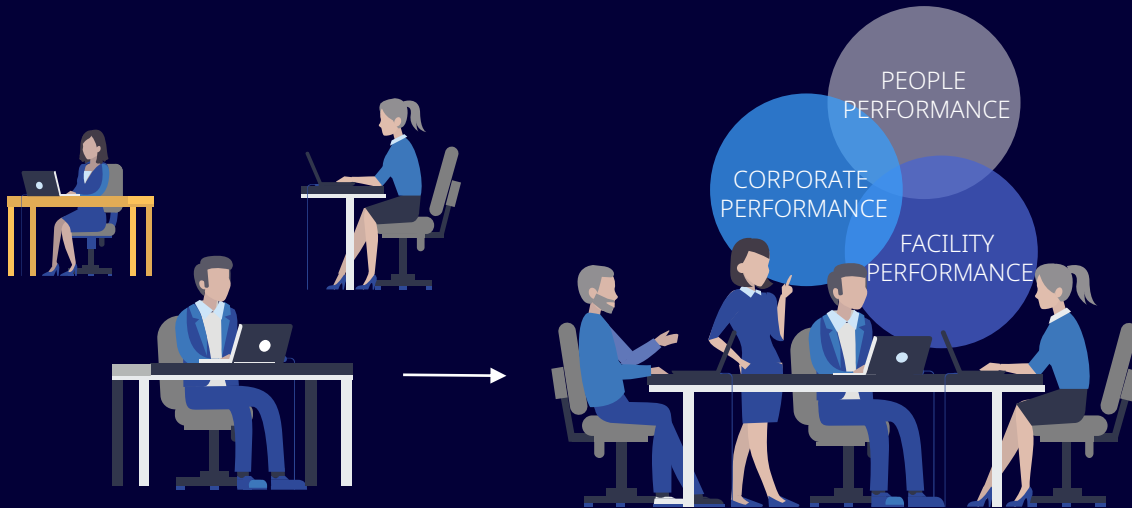
ADDED VALUE

- Connecting top management's future demands to outcome to specific workplace design that promotes performance
- Ensuring connection between space, people and productivity – using space as a strategic tool to increase performance
- Improved colleague and customer experience, employee satisfaction and productivity
- Supports and links top management's demands to outcome with the workplace design
- Incorporating flexibility to future-proof the workplace without building more than necessary, and by aligning use of space with current ways of working

5 THE MENTAL REBUILD®

BY SHARING WE ALL GET ACCESS TO MORE

Only by challenging habits for how we use space, we help customers optimise places by reducing maintenance costs and carbon footprint. We uncover all unused resources and without any rebuild, we transform spaces for better use, better facilities and new talent.



OUTCOME

- A space optimisation strategy that enables a complete redesign without rebuilding, and only by challenging habits for how space is used
- An occupancy study where data is collected either by sensors in the building, or onsite manual observations
- Outlined possibilities for optimisation and the required change management process
- Information about where in the building is it most often lively, where is it most often empty, where informal meetings take place etc.

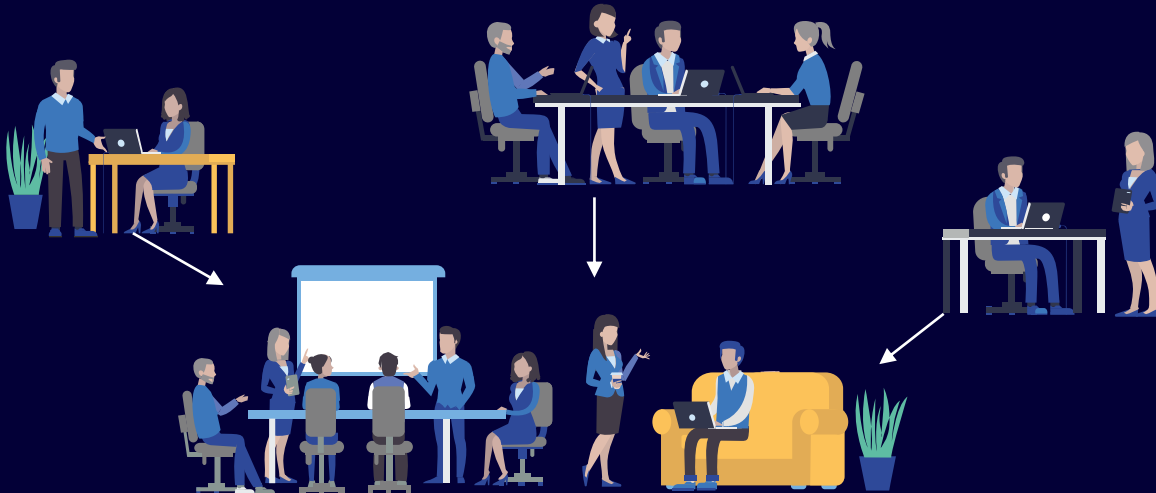
ADDED VALUE

- Identifying unused resources and activating them for new and better purposes, without any rebuilding of existing spaces
- More employees on same or less space, reduced costs and improved, more productive and attractive workplaces
- Potential to optimise space while ensuring that facilities are in fact fit for purpose - this way designing an attractive workplace in a particularly cost-effective way

6 CO-WORKING PRODUCT

THE FUTURE OF FLEXIBLE WORK & CO-CREATION

Our co-working solution all serviced by ISS, brings new levels of both flexibility & innovation to your business. In partnership with you, we convert free space within the office to a co-working, incubator environment, ensuring your place supports innovative co-creation with local partners while creating a flexible swing space for you. Our product provides a platform to attract start-ups and engage in new collaborations to drive innovation within organisation structures, while achieving savings on rent and maintenance costs.



OUTCOME

- A full serviced & designed co-working product with IFM solutions for sharing workplace facilities to co-create & at the same time save m2, rent and FM costs
- As small innovative entrepreneurs predominantly look for short term leases, the CO-WORKING PRODUCT will serve as a swing space for the customer

ADDED VALUE

- A place and a platform to attract start-ups
- Access to swing space over time to get more flexibility in the use of space on demand, instead of inflexible lease agreements with landlords, when need for extra space over short term periods
- Increasing flexibility and agility by creating a swingspace that can be shared with others, thereby sharing and reducing costs

SIGNAL ANALYTICS
20 YEARS OF DATA AND EVIDENCE
DOCUMENTING SUCCESS

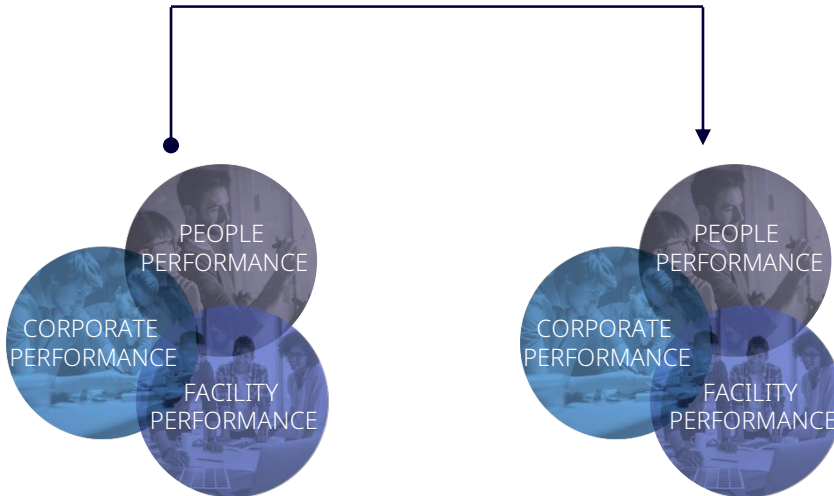
DATA:
Corporate performance.
Top management's
demands for future
outcome



DATA ON:
People performance.
User & customer experience

DATA ON:
Facility performance.
M2 usage/occupancy

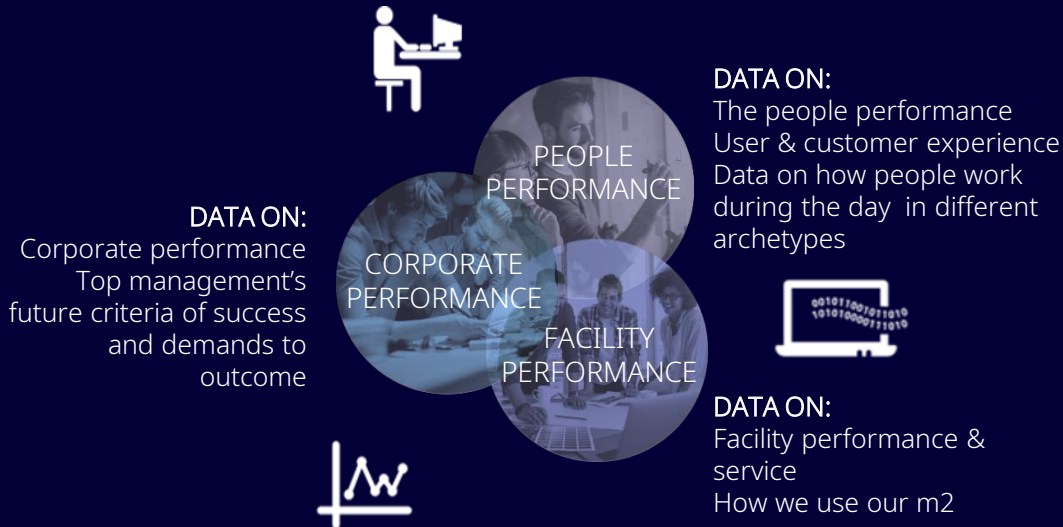
**BEFORE-&-AFTER MEASUREMENTS TO
DOCUMENT WHERE WE CREATE VALUE**



SIGNAL ANALYTICS

20 YEARS OF DATA LINKING PEOPLE & PLACES

SIGNAL Analytics is a comprehensive database with 20 years of evidence and insights on the connection between people, space and performance, collected from organisations across industries, sectors and geographical locations.



OUTCOME

- We apply a mixed research approach to document ROI and the specific value generated in each project, by conducting in depth pre and post measurements on both a **strategic, tactical** and **operational** level:
 - We focus on **corporate performance** by uncovering the strategic objectives of the organisation, while ensuring that overall visions and KPIs are aligned
 - We focus on **people performance** by establishing how future KPIs can challenge habits and behavior, and how this is supported by great curated service experiences
 - We focus on **facility performance** by establishing how design of workplaces, experiences, services and technology can be used as an integrated solution to support overall KPIs, and present great places to work

ADDED VALUE

- A solid benchmarking source for statistic correlations, tendencies, causalities, data and evidence and unique insights into what employees value in relation to a great place to work
- Benchmarking is a powerful tool in the decision-making process for facility management in terms of e.g. portfolio management, preventive maintenance, operating costs budgeting, service level agreements, potential building upgrades and investment projects
- Ensuring yearly focus on initiatives to increase well-being, productivity and potentials to optimise space

3 SIGNAL POST COVID-19 PRODUCTS



HOME@WORK

Tailored solutions for specific Home@Work requirements:

- Customised home office kits
- Designing for your home
- Delivered & assembled



BRINGING PEOPLE BACK TO THE OFFICE SAFE & HAPPY

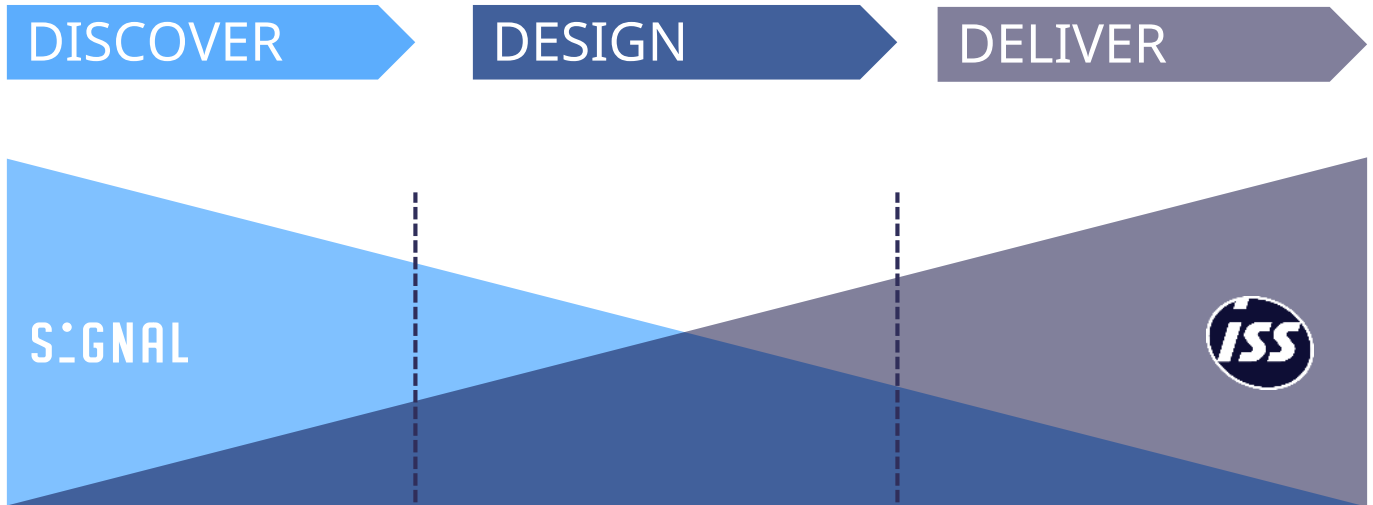
A SIGNAL and ISS product providing onsite solutions and recommendations for **better, safer, healthier, more productive and fun workplaces** post COVID-19



HOME@WORK MEASURING TOOL

Measuring fresh feedback & experiences from HOME@WORK on **productivity, employee needs, insights for attracting & retaining talent,** and much more

ISS & SIGNAL
FROM STRATEGY
TO BRINGING IT ALL TO LIVE



From idea  **To go live**

Taking challenges, concepts and theories and developing a **design brief** through analysis of your organisation and wider

Working with clients to **scope, plan and deliver projects.**
Leveraging the economies of our scale within the industry

Managing services and people within the workspace to **deliver the user experience** initially defined



STRATEGIC WORKPLACE MANAGEMENT & DESIGN

LINKING PEOPLE & PLACES

www.signal.issworld.com

SIGNAL 