

The Workplace Advantage.

Design · Engagement · The Talent Imperative

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Making an impact

solving more than space

Does your office help you
do your best work?

1 IN 4

say yes.

PART ONE

The Business Case

37%

of workers, across 17 economies,
are disengaged.

\$450B

the annual U.S. cost of disengagement.

79%

globally are not engaged.

3x

more likely to stay in great workplaces.



90%

That love their space are proud to work for their company



47%

that are disconnected from their space feel pride

the design gap

Not a culture issue.

A design issue.

“80% of your budget is people.”

“Design spaces where they’re not engaged,”

“and you lose far more than you saved.”

— Kay Sargent, Director of Thought Leadership, HOK

Presence has returned.

The workplace has not yet earned it.

PART TWO

Twelve Elements

of workplace advantage

1. Physical

What the body feels.

01 · Acoustics



66% of productivity, lost to one nearby conversation.

02 · Natural Light



18% fewer sick days with access to daylight.

03 · Biophilic Design



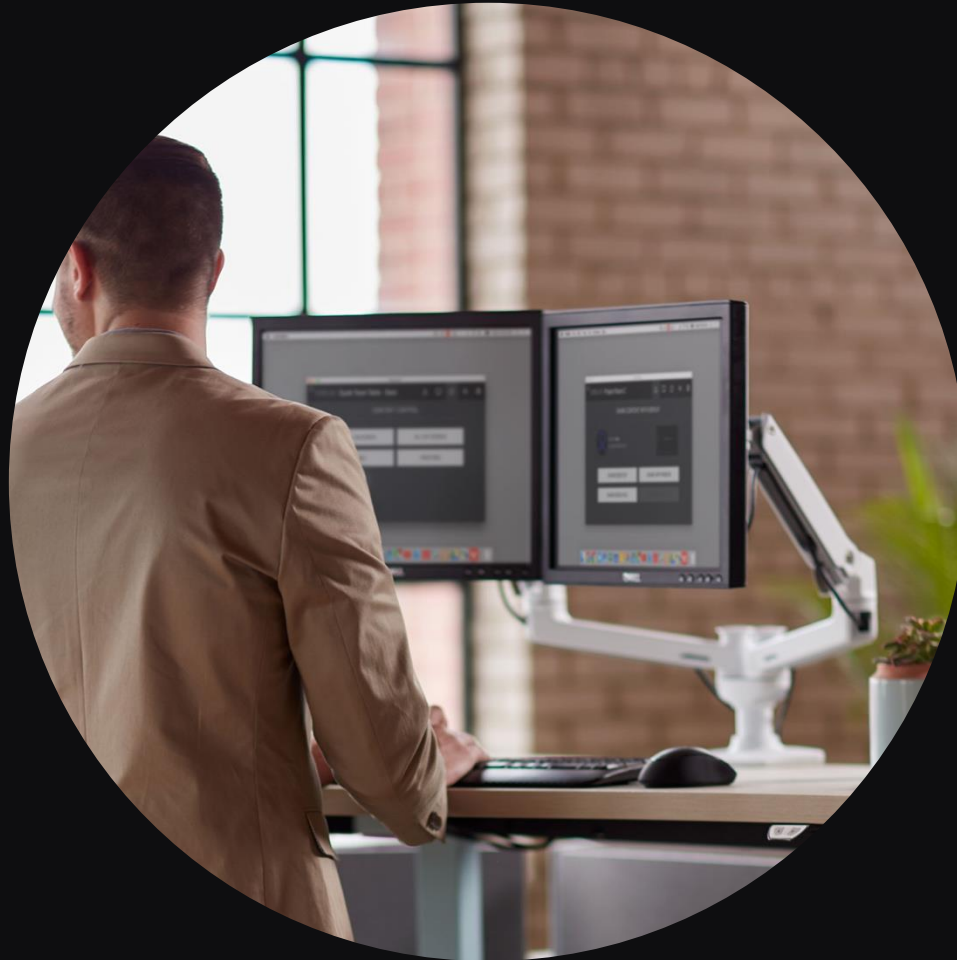
15% more wellbeing. 15% more creativity.

04 · Spatial Choice



3x more productive when people can choose where to work or modify their workplace.

05 · Ergonomics



50% of computer users develop localized musculoskeletal symptoms within their very first year

2002 Gerr: Prospective study of computer users

2. Amenities

What the culture signals.

06 · The Heart of the Office



1/3 rise in voluntary attendance.

07 · Wellness



75% of companies with wellness programs see better retention.

08 · Hotelification / Resimercial



Design the office like a hotel. Concierge. Comfort. Hospitality.

3. Intangibles

What the space says without speaking.

09 · Belonging



workplace belonging produces 56% gain in performance, 50% less turnover, 75% fewer sick days

10 · Brand in Space



17% productivity gain in brand enriched vs. plain environments.

11 · The Arrival Experience



first thirty seconds sets the trajectory of the day; invest in 5% to increase ROI on the other 95%

12 · Aesthetics & the Invisible Environment



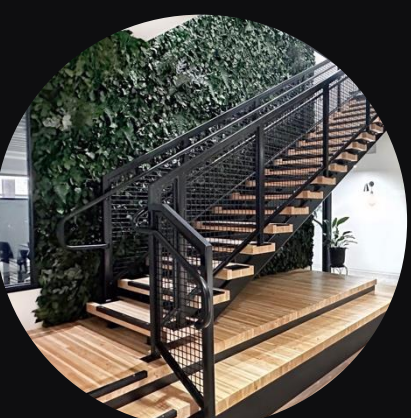
aesthetics, thermal comfort, air quality, and noise predict perceived performance

PART THREE

From Insight to Action.



Bringing it all together.



T I E R 1

This week.

\$0 – \$10K

Listen to your people

Designate quiet zones

Add plants

Redesign the arrival

Upgrade the coffee

T I E R 2

Six to eighteen months.

\$25K – \$250K

Build the four space types

[individual focus, creative groups, reflect & restore, connect & recharge]

Push daylight deeper in

Talk with an expert

Tell your brand in space

Launch wellness amenities

T I E R 3

Two to five years.

\$250K — multi-million

Workplace strategy engagement

Full biophilic fit-out

Major construction or relocation

Design with WELL or LEED in mind

Workplace experience advocate

What does it look like?

One company's journey











MacKay Sposito



**The question is not whether your
workplace shapes your business.**

**It is whether you will be
intentional about it**

Thank you.

freeformspaces.com/workplace-advantage

