

Innovative Office Concepts and Workstyles

Results International Workstyle Research Program, Office Concept Monitor



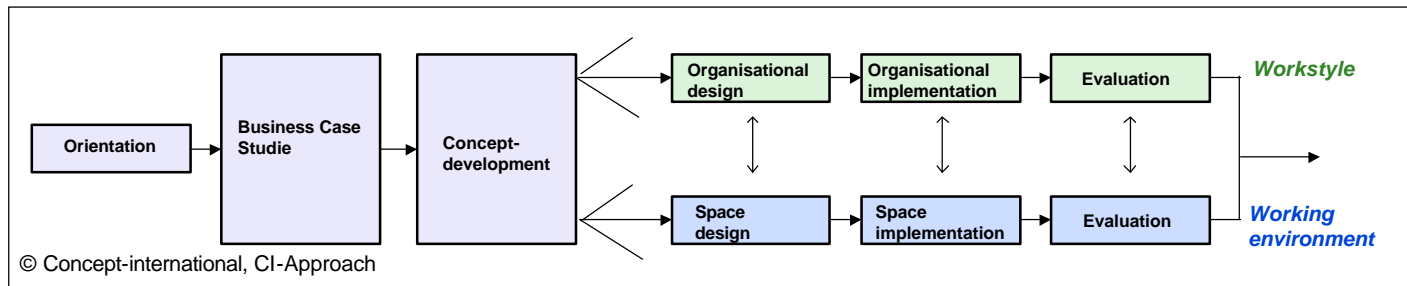
Concept-international, Maastricht - Aachen
Marcel Storms

Concept-international

- Specialists in the development and introduction of new office concepts
- Integrated view of office concepts and workstyle
- Projects for medium sized companies and multinationals (Europe)

Bringing vision into practice

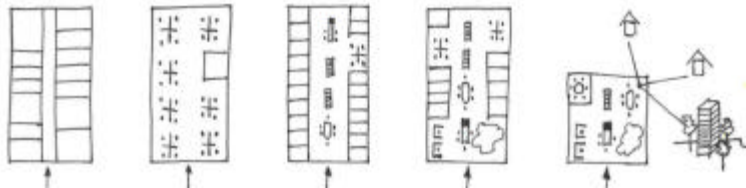
- Netherlands, Germany, Belgium, UK, US
- Government, Industry, Banking, ICT

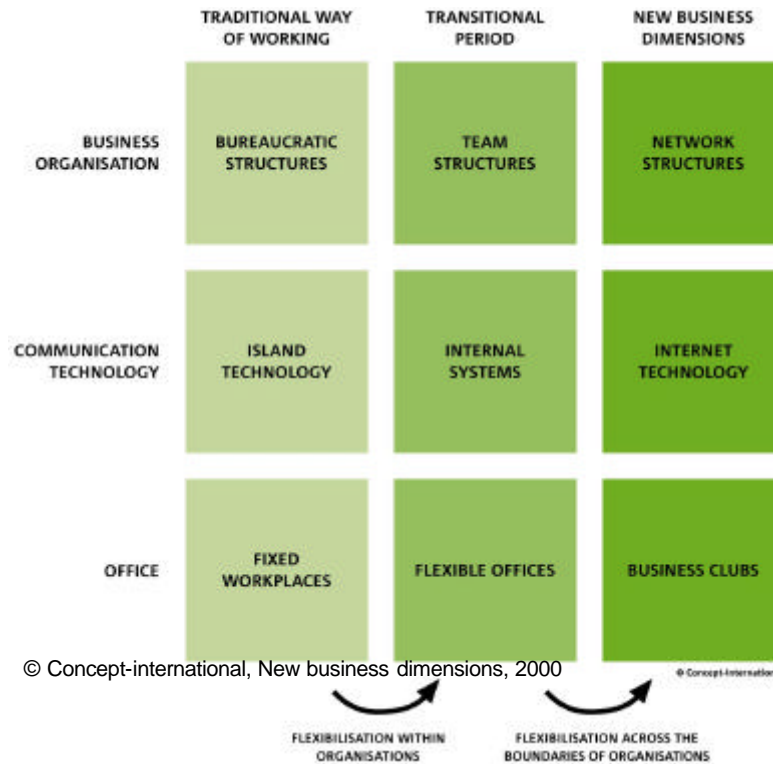


Historical overview of office concepts

Up to 1993	only cellular offices, open plan offices
Since 1995	combi offices in Scandinavia and Germany
Since 1993	first flexible office concepts in Scandinavia
Since 1996	flexible offices, Anglo-Saxon development
Since 1998	flexible offices, European development business clubs, working from home

*Sol, Ericsson, Digital
IBM, Anderssen
Interpolis, Finanz-IT
The Vision Web*





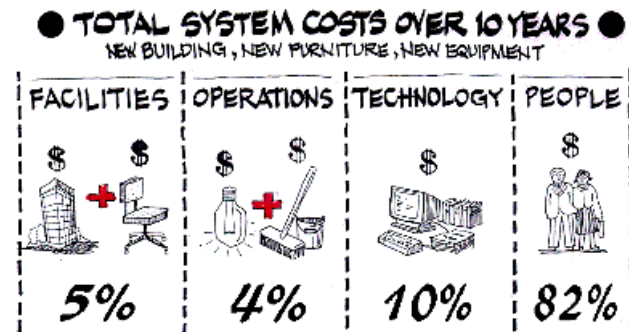
Tendencies and challenges

From 1996: focus on cultural issues
 From 2000: financial issues became more important due to the economic situation

Financial benefits are relatively countable.
 Scientific proof of cultural benefits requires more in-depth studies.

Traditional space planning	Innovative space planning
<ul style="list-style-type: none"> - 1000 Employees - 1000 Workplaces - Approx. 20 m² NFS / Workplace 	<ul style="list-style-type: none"> - 1000 Employees - 750 Workplaces - Approx. 15 m² NFS / Workplace
S 20,000 m² NFS	S 11,250 m² NFS

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Source: Bosti Associates, NY, 2003

Example: Finanz-IT Hannover Berlin

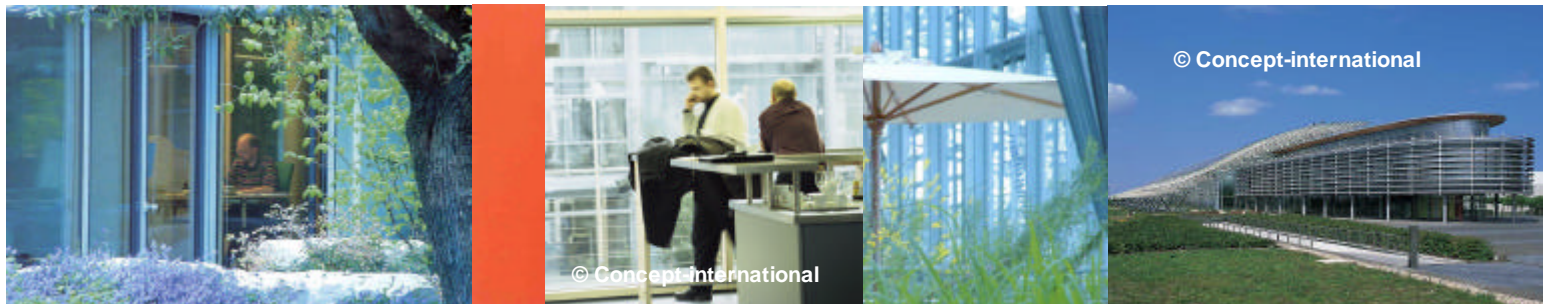
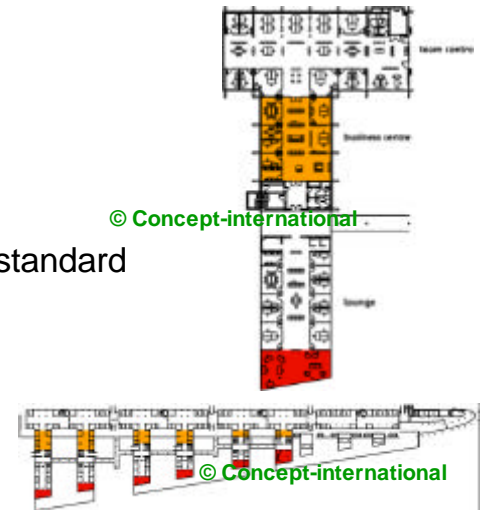
IT company (part of the Sparkassen Concern)

Introduction Business Club concept in 1999

From 2002: mobile working, new work regulations, new ICT standard

Goals:

- Supporting an entrepreneurial culture
- Flexible cooperation, changing project teams
- Technology-based way of working
- Space efficiency and cost reduction



International Workstyle Research Program

Program aimed at the further development of a new [profession](#).

Phase 1: Office Concept Monitor

Office Concept Monitor:

- Quantitative information about office concepts benchmark information
- Qualitative information about office concepts management opinions

OCM is based on an international questionnaire in which 82 respondents participated:

- the respondents made an assessment for a population of 68,000 employees
- (the 82 companies together have 1,495,000 employees)

[Surprising conclusions](#).

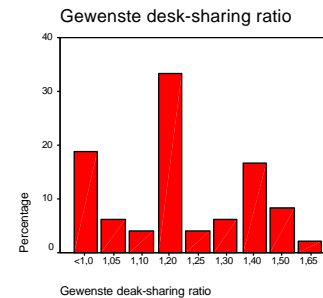
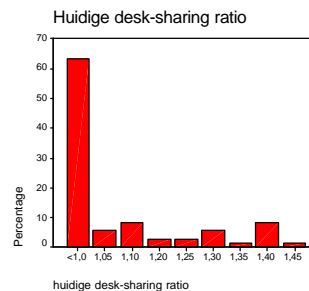
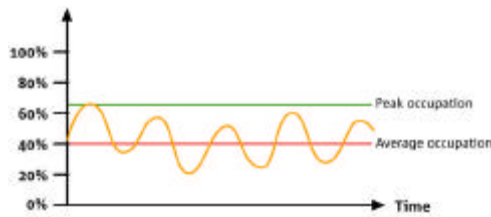
From early adopters to full break-through!

General conclusion

A positive attitude towards innovative office concepts is signalled, resulting from organisational and cultural benefits.

From 22% flexible workers up to 70% flexible offices!

- Currently 64% fixed workplaces, desired situation 19%;
4 in 5 people would like to work in flexible concepts
- Currently 22% are working flexibly (with a desk-sharing ratio of 1.2 and higher)
- In the desired situation 70% will be working flexibly (sharing ratio 1.2 and higher)



Why? Reasons for this change

Cultural issues

The positive attitude is mainly based on cultural issues:

- + cooperation within a team 69%
- + achieving the desired company culture 82%
- + creativity of employees 60%
- + motivation of employees 85%
- + corporate image 84%

Financial issues

Productivity: 71% expect a positive contribution

Cost reduction: 63% expect a positive impact on cost-efficiency

How? Conditions for implementation.

1. Culture:

- Top management as promoters and catalysts, *90%*
- the implementation is a change process requiring professional support, *70%*

2. Facts:

- more homework *from 15% to 21%* (average)
- more laptops *from 23% to 33%* (average)
- more wireless phones *from 24% to 42%* (average)
- less paper *from 5.7 metres to 4.5 metres* (average)

3. Flexibility balance and teams:

- Average ratio 1.23 (*relatively conservative, is definitely not over the top...*)
- flexibility for employees combined with areas for teams

How? Conditions for implementation.

4. Environmental issues

- freedom to work in different places and at different times
- smaller floor surface per workplace, *from average 13.5 m² NVO to 12.7 m² NVO*
- living, dynamic_and transparent environment
- “club feeling“

5. Archiving & digitalisation

- *neutral* impact on process efficiency
- do we know the benefits of a new knowledge infrastructure?
- in general only small changes between the current and the desired situation
- one in three companies will use less than *2 metres* of shelf space for each employee

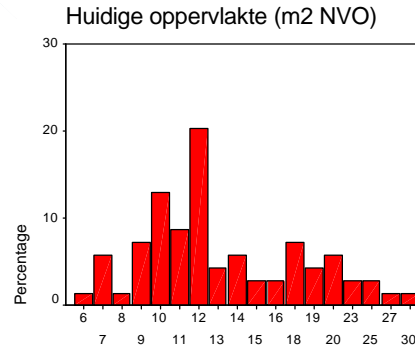
Benchmark. Quantitative aspects

Space usage:

- Definition of NVO
- Average from *13.5 m² NVO to 12.7 m² NVO / workplace*
- Less higher space usage (*higher then 15 m2*)

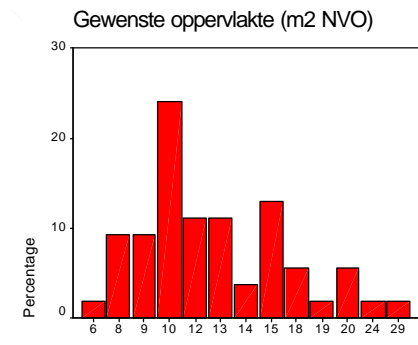
Mobile office telephony:

- Increasing average from *24% to 42%*
- In the desired situation *24% of companies want a full-scale implementation of wireless telephony*



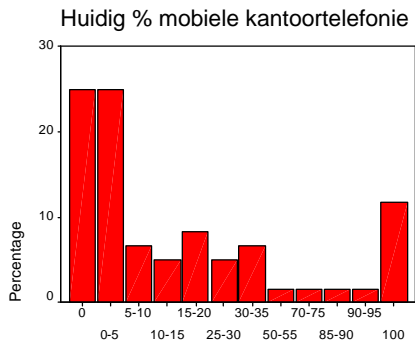
Huidige oppervlakte (m2 NVO)

Huidige gemiddelde oppervlakte 13,5 m2 NVO



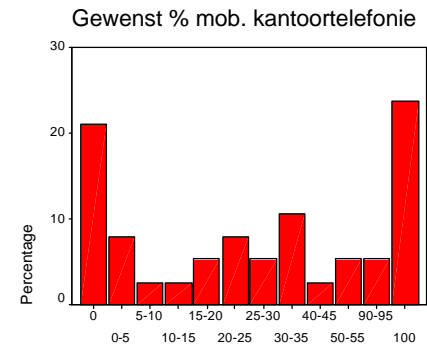
Gewenste oppervlakte (m2 NVO)

Gewenste gemiddelde opp. 12,6 m2 NVO



Huidig % dect-gerbuiers

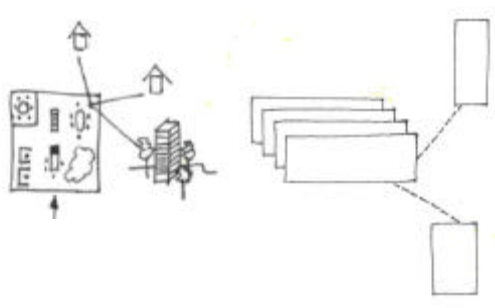
Huidig gemiddeld % mobiele telefonie: 24%



Gewenst % dect-gerbuiers

Gewenst gemiddeld % mobiele kantoortelefonie: 42%

Evaluation Sun Netherlands, Network of Places



- *work from Home, 50% more effective*
- *savings travel- and commutingtime, 60% back to company*



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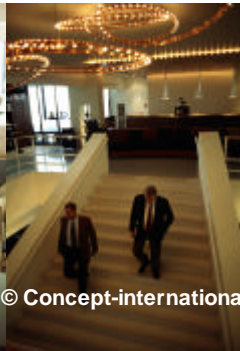


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Statement	I agree	Neutral	I do not agree
I have perceived the change to the new work environment as positive	84%	10%	6%
Before the move I was well informed about the new concept	94%	3%	3%
I am already used to working in the Network of Places concept	85%	10%	5%
I can now make more efficient use of my time	44%	34%	22%
The work atmosphere has improved	40%	46%	14%
Our image towards customers is positive	90%	10%	9%

Evaluation NS Vastgoed Utrecht

- + *Image, spin-off to customers*
- + *communication (corporate level)*
- + *teamwork and flexible cooperation*
- + *teamarea's*
- + *flexible working hours*
- ! *desk sharing ratio*



Contact / Information

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Roles and Responsibilities

- Strategic and Feasability Studies, Business Case Studies, Work Proces Analysis
- Concept development (integral approach: locations, buildingstructures, office lay-out, information management, achiving, ICT, workstyle, work from home, functional specifications)
- Organisational development (new workstyles, change management, communication strategies)
- Monitoring technical implementation processes

Examples op supporting Tools

Second Opinion, Workshops, Seminars, Occupancy Measurements, Strategic Studies, Management training, Lay-out development.

CI-university

Research projects (e.g. Office Concept Monitor), Seminars, Study Tours, Publications.

Recent references Europe

Sun Microsystems Amersfoort, Stadsschouwburg Eindhoven, Trespa International Weert, Océ Nederland Den Bosch, Gemeente Sittard-Geleen, FinanzIT Hannover, FinanzIT Berlin, Zumtobel Staff Dornbirn, Deutsche Bank London-Frankfurt, Sun Microsystems Palo Alto, Raiffeisenbank Informationszentrum RIZ/IT Vienna, Nordliche Landesbank Hannover, Volkswagen - Wolfsburg AG Wolfsburg