NELSON

BOLDLY TRANSFORMING THE HUMAN EXPERIENCE

Insights into the Modern Workplace

A Guide for the
NEW WORLD

Let's face it – the workplace of today is light-years from where we were five years ago. In today's world, hybrid work models are the norm, and change-weary employees are often asked to adapt to new methods of work. This is why we must rise to meet the challenges and demands of this new era.

At NELSON, we're rewriting the rules by boldly transforming the employer and employee experience through innovative architecture and design, revolutionizing the way professionals work. We believe in a holistic approach to design and partner with our clients to create spaces that support their unique brand-centric connections and promote engagement.

This journey has provided us with a distinctive viewpoint on the role of design in fostering a productive work environment. We have synthesized our understanding into seven fundamental insights. These insights provide valuable direction for companies aiming to create a workplace that reflects their ideals and enables their teams to thrive.

CONFIDENTIAL INSURANCE COMPANY | ATLANTA, GA

Region, Size, and Company Culture
DRIVE DATA

Though data varies widely across organizations, the average amount of square footage being allocated per seat ranges from 100-225 SF

Many companies still provide one seat for every employee, but for those that provide unassigned seats, the ratio can be as high as 1:3 for seat sharing

Many national firms are limiting the number of assigned private offices to 10%, while 90% of these space types are reallocated to smaller, reservable huddle rooms

Many regional organizations still provide private offices, with an average of 90% of them remaining assigned and the remaining 10% open for daily office utilization

Core Insights into the
MODERN WORKPLACE

01
Scalable Growth

Hybrid work patterns, unpredictable market trends, and innovative business strategies call for highly adaptable solutions that can accommodate scalable growth and changes in work habits over time.

02
Redefined Space

Workstyle-driven configurations prioritize focus, offer variety and choice, and reduce individual footprints in favor of common and shared redefined spaces..

03
Personalized Experiences

Taking cues from our homes, workplaces are becoming more inviting through human-centered design that caters to individual preferences by fostering inclusive, amenity-rich, and customizable settings.

04
Designed to Connect

Designing workplaces that seamlessly integrate cutting-edge technology is imperative for eliminating barriers among individuals, offices, regions, and time zones.

05
Celebrating Identity

At the heart of every meaningful workplace is a celebration of brand and culture. Intentional and authentic design solutions allow for connection and personalization in a shared environment.

06
Multi-generational

For the first time ever, five generations occupy the workplace at once. Understanding the unique experiences of these vastly different workers can help create spaces that connect regardless of age.

07
Sustainability & Wellness

Improving wellbeing in the workplace has positive implications for business outcomes and physical health.

01

Scalable
GROWTH

Evolving hybrid work patterns, unpredictable market trends, and innovative business strategies call for highly adaptable solutions that can flex and change to suit ever-evolving needs.

Tailored for a diverse range of work styles, we meticulously design progressive workspaces that seamlessly accommodate both focused individual tasks and collaborative endeavors. By strategically incorporating designated gathering spaces, vibrant social hubs, and fostering environments for serendipitous interactions, these workspaces become catalysts for meaningful connections among team members.

Thoughtfully crafted spaces that can grow or change organically, limit the need for future renovations. Smart decisions about modularity and furniture solutions allow for seamless reconfiguration and reallocation of teams and departments as needs continue to change.

SCALABLE GROWTH
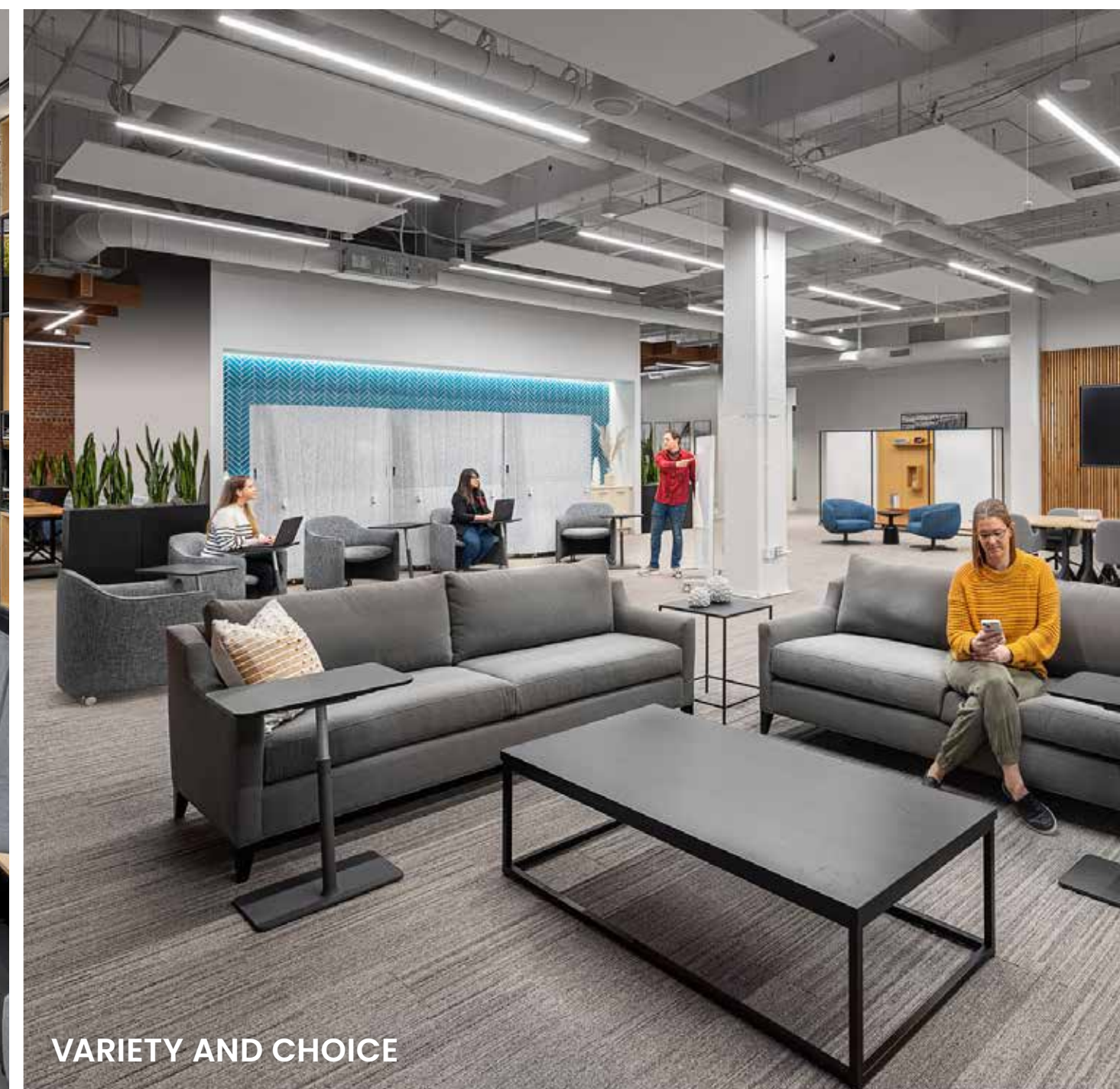Highly Adaptable Solutions

EASILY RECONFIGURED

MULTI-FUNCTIONAL SPACES`

PLANNED WITH FLEXIBILITY IN MIND

VARIETY AND CHOICE

02

Redefined
SPACE

In the modern workplace, the freedom to select an environment that caters to individual tasks is paramount for team members. Conversely, the allocation of square footage to personal spaces is influenced by regional factors, business operations, and real estate considerations. A prevailing trend is evident—a shift towards optimizing shared spaces and amenities, in lieu of individual workspaces.

Designed to foster collaboration, open zones and versatile touchdown spaces present a spectrum of privacy options, catering to the diverse needs of the workforce. This strategic arrangement ensures flexibility and accommodates a significant number of individuals during peak hours, facilitating a dynamic and accommodating environment for all.

REDEFINED SPACE
Embracing Variety and Choice
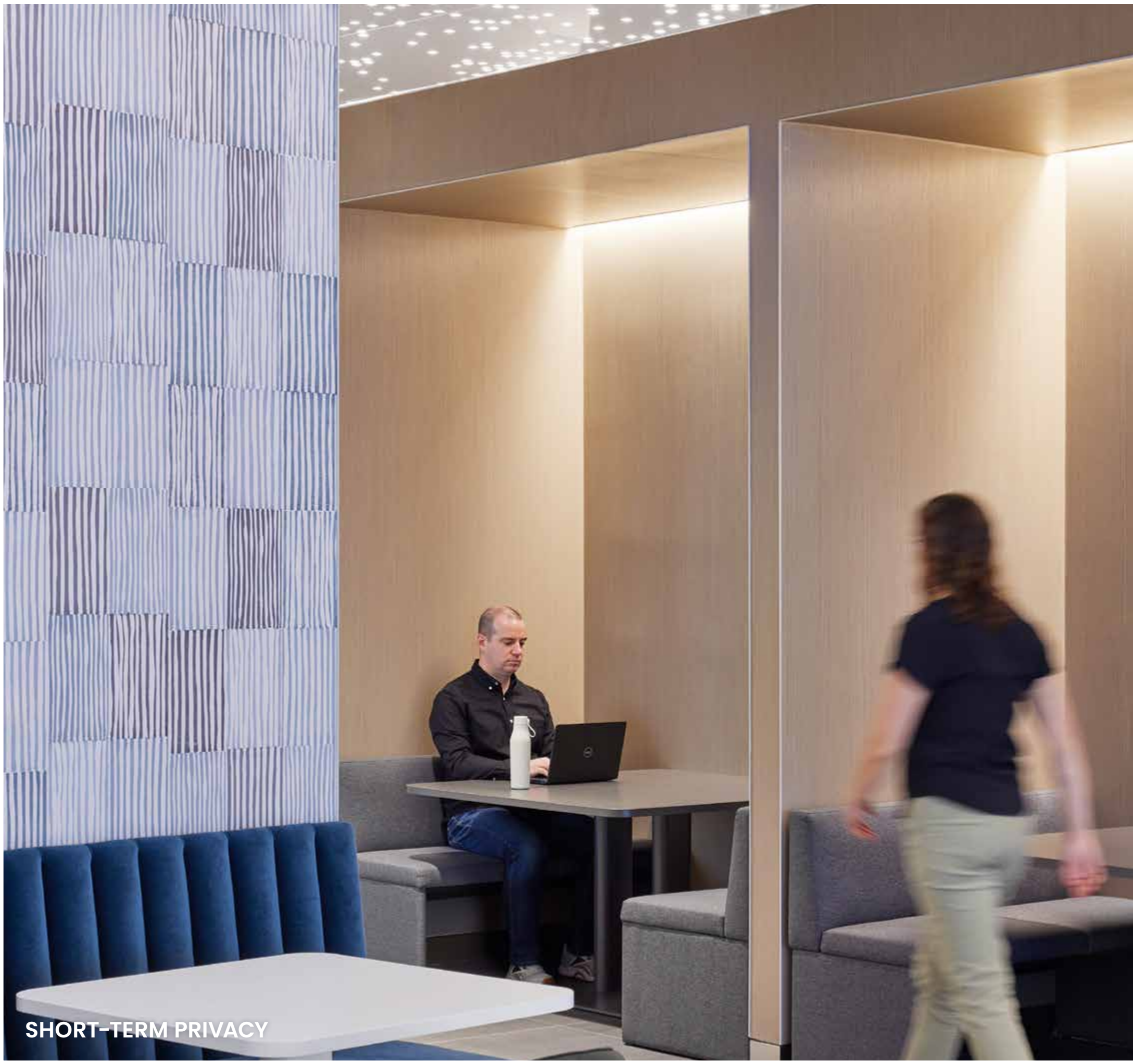
VARIETY OF COLLABORATION

SHORT-TERM PRIVACY

OFFICE FOR THE DAY

NEIGHBORHOOD OPTIONS

03

Personalized
EXPERIENCES

In our interconnected world, work seamlessly integrates both physical and digital spaces. Within the office, employees seek an environment that blends the comforts of home with the benefits of choice and control. This requires the integration of enhanced technology, adaptable furnishings, varied work settings, opportunities for social connection, and considerations for acoustics to make the commute worthwhile.

Our human-centric design approach recognizes diverse experiences and interactions with the world. Whether individuals seek activity and energy in a communal hub or crave the solitude of a private nook, the modern workplace should cater to varied needs. Embracing neurodiversity and inclusivity, it should offer supportive spaces, such as areas for sound-sensitive individuals or flexible settings for movement, ensuring that every team member's unique journey and requirements are considered and met.
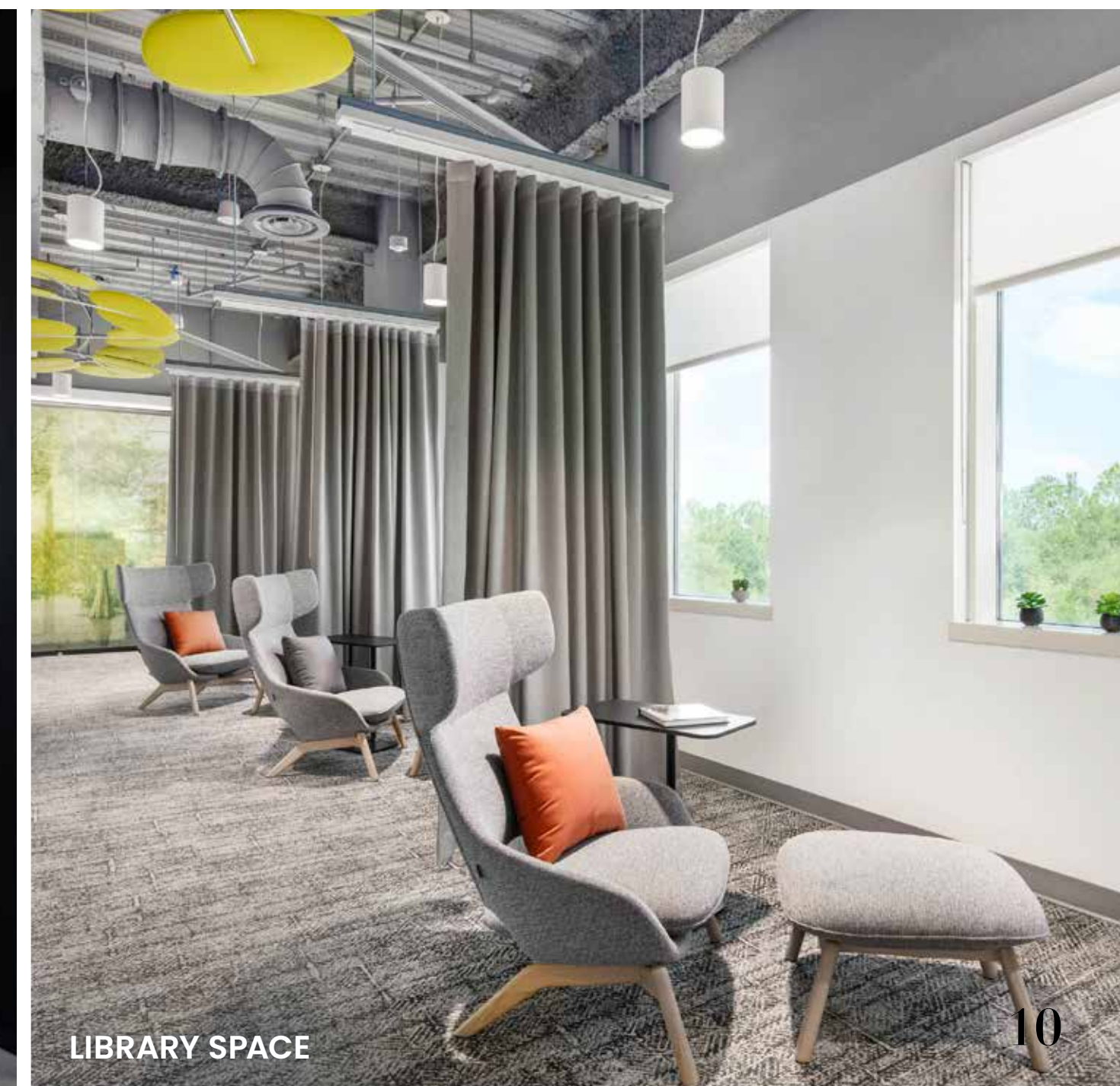
PERSONALIZED EXPERIENCE
Supporting Individual Needs

VARIETY OF COLLABORATION

SPACE TO REFLECT
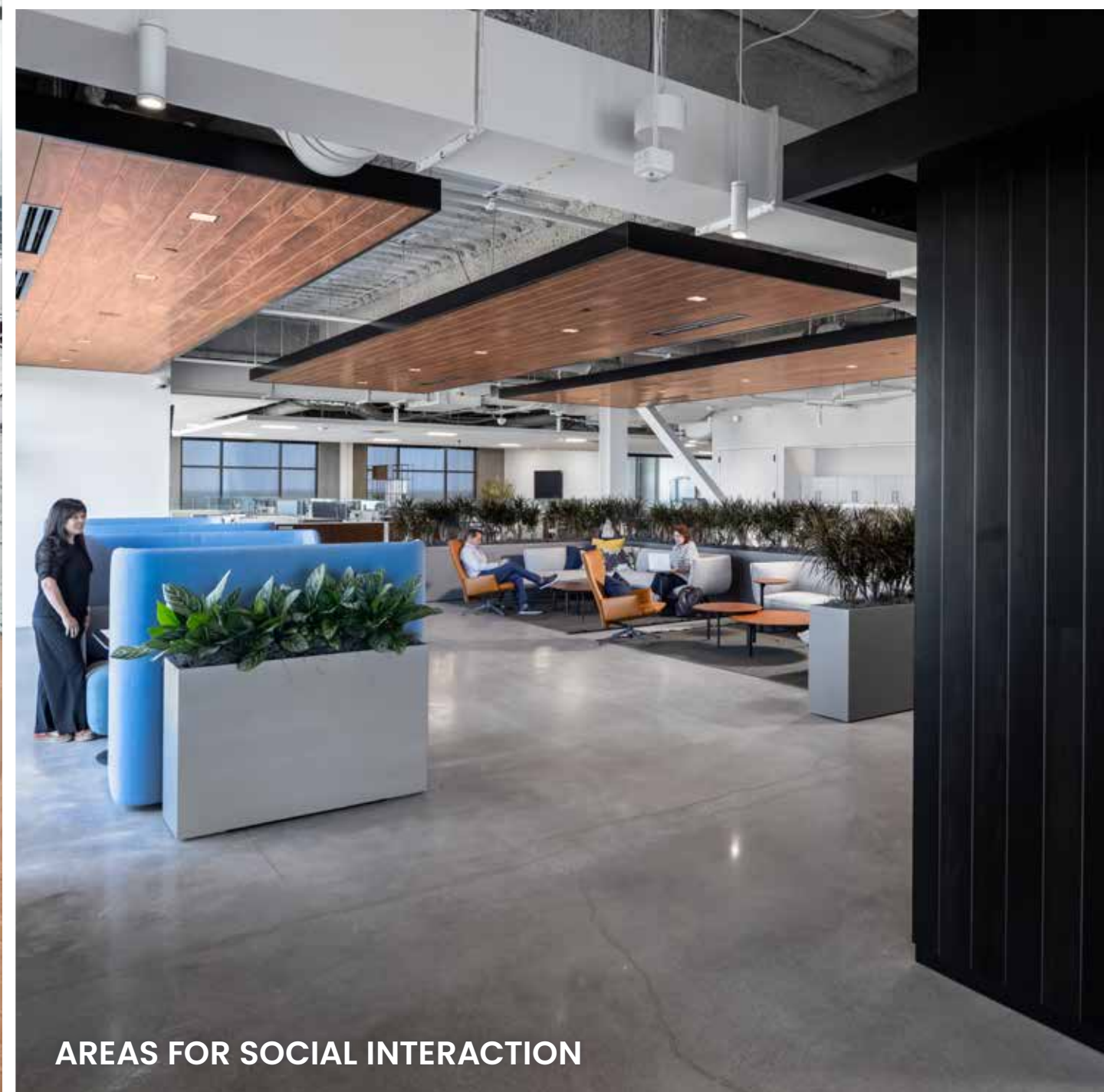
AREAS FOR SOCIAL INTERACTION

LIBRARY SPACE

04

Designed to
CONNECT

It is crucial for workplaces to be designed to connect with state-of-the-art technology, erasing physical boundaries between people, offices, regions, and time zones, and reinforcing inclusion through accessibility.

High-quality technology solutions will not only drive people into the office, but also provide means for in-office and remote teammates to meet and work on a level playing field.

Spaces designed around virtual connections with necessary acoustics and privacy, enable mobile, plug-and-play collaboration, one-on-one calls, training sessions, company-wide announcements, and cultural initiatives to all be experienced by teammates in the same meaningful way.

Compact and thoughtfully furnished office modules have emerged as a solution to address the dual needs of focused work and essential virtual connections. Designing with a smaller footprint offers crucial support, particularly in instances where open environments might prove distracting.
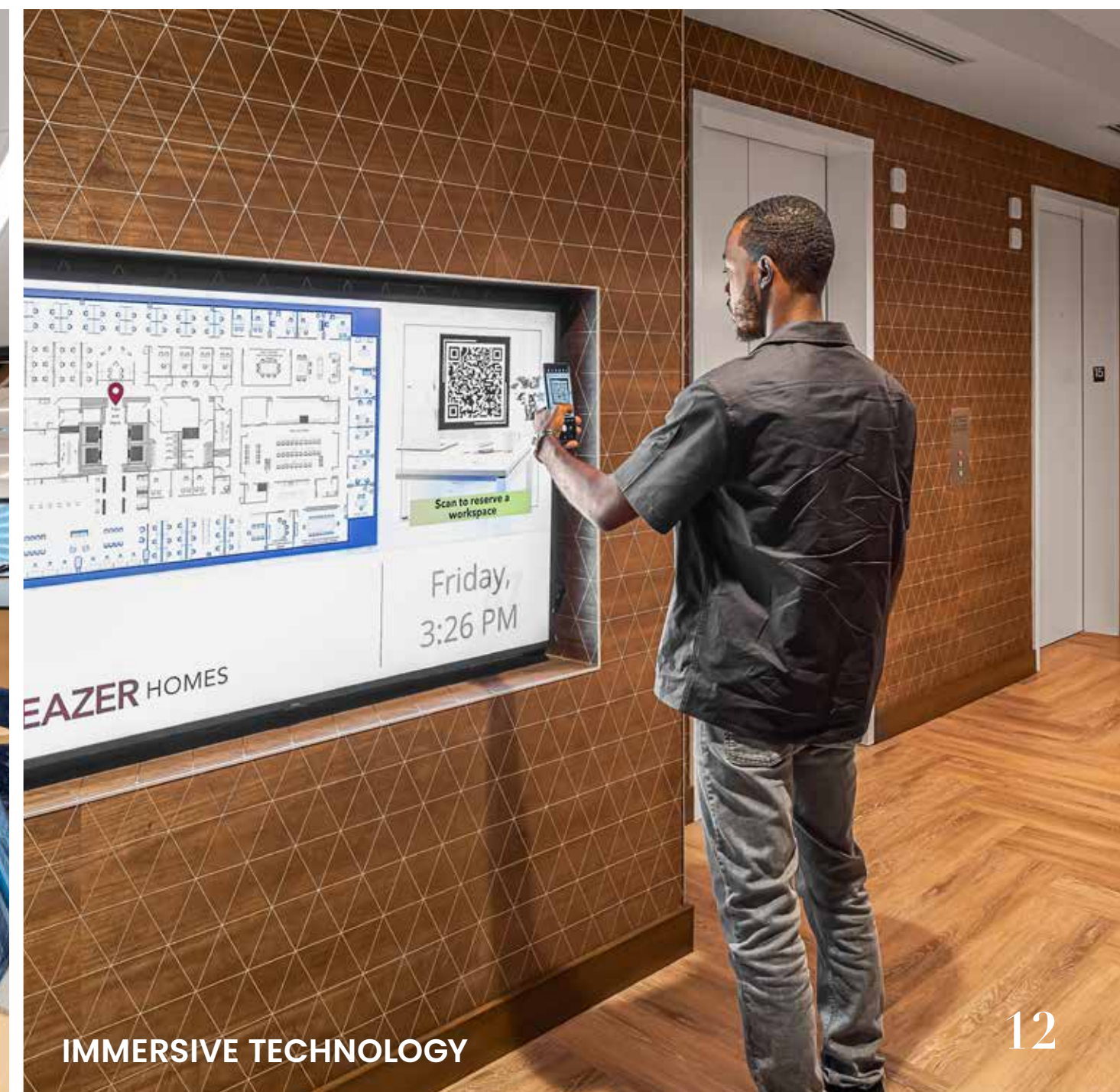
DESIGNED TO CONNECT
Erasing Boundaries
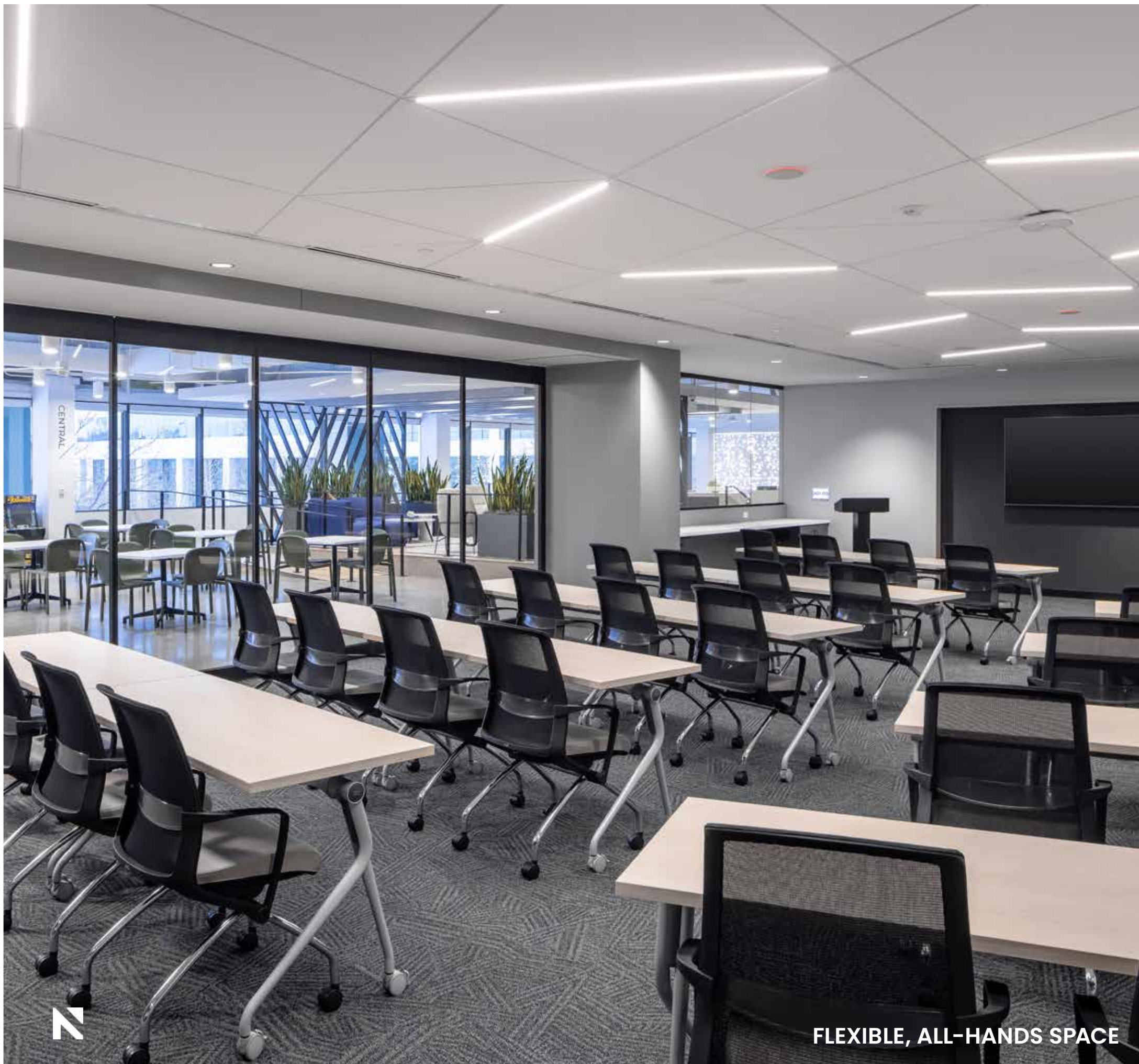
TRAINING SESSIONS

FLEXIBLE, ALL-HANDS SPACE

MAKING VIRTUAL CONNECTIONS

IMMERSIVE TECHNOLOGY

12

05

Celebrating
IDENTITY

Well-designed spaces that embody an organization's brand, culture, vision, and values can engage teammates for a greater purpose. Features like employee experience floors, game rooms, and "culture totem" exhibition walls permit personal expression and celebrate diversity.

Elevated common and social spaces infused with the brand ethos increase interactions. For national and multinational clients, each new location is an opportunity to embrace cultural and aesthetic influences, creating distinctive and unique environments.

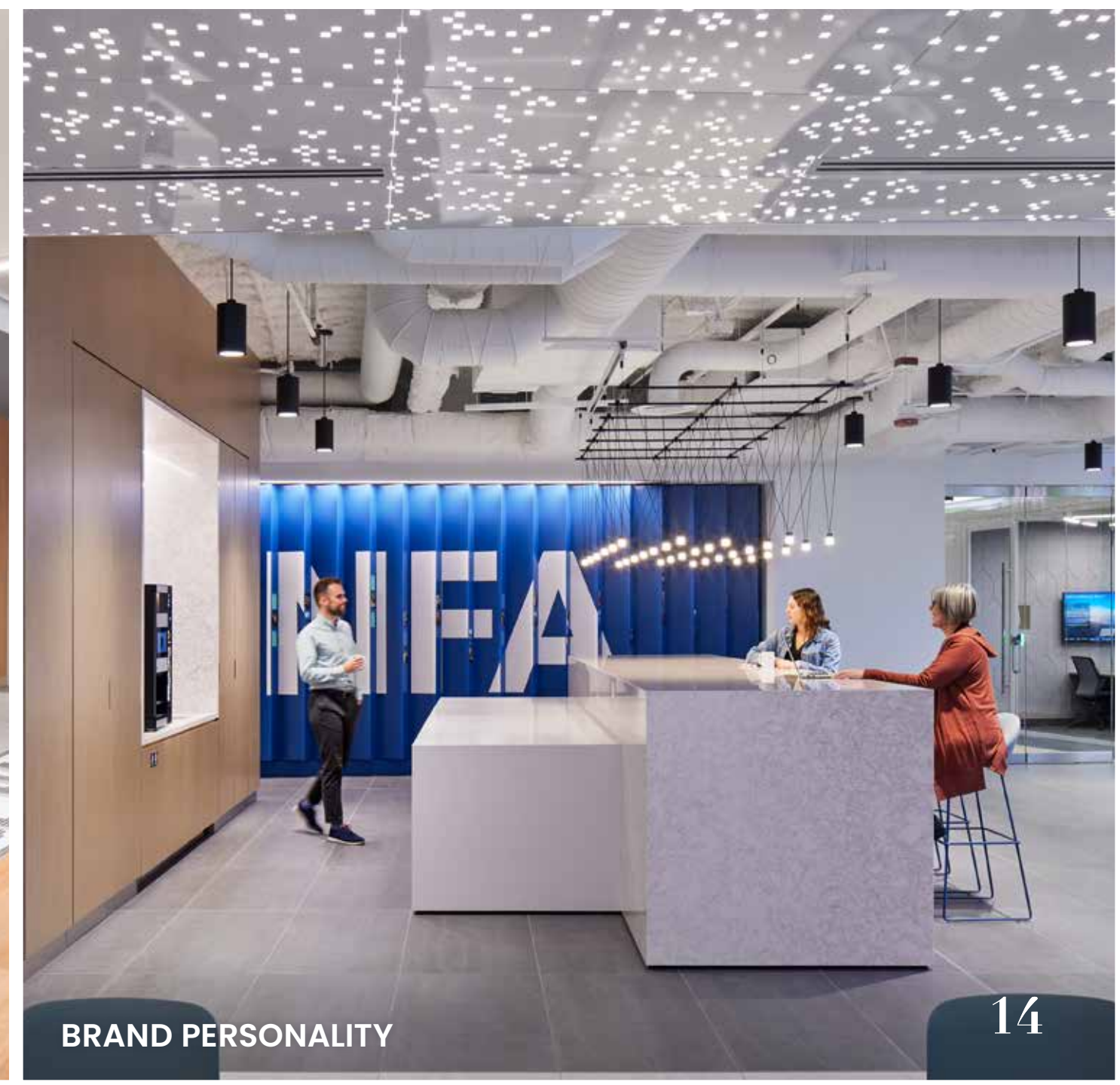# CELEBRATING IDENTITY
Brand and Culture in Focus

CONNECTION TO LOCATION
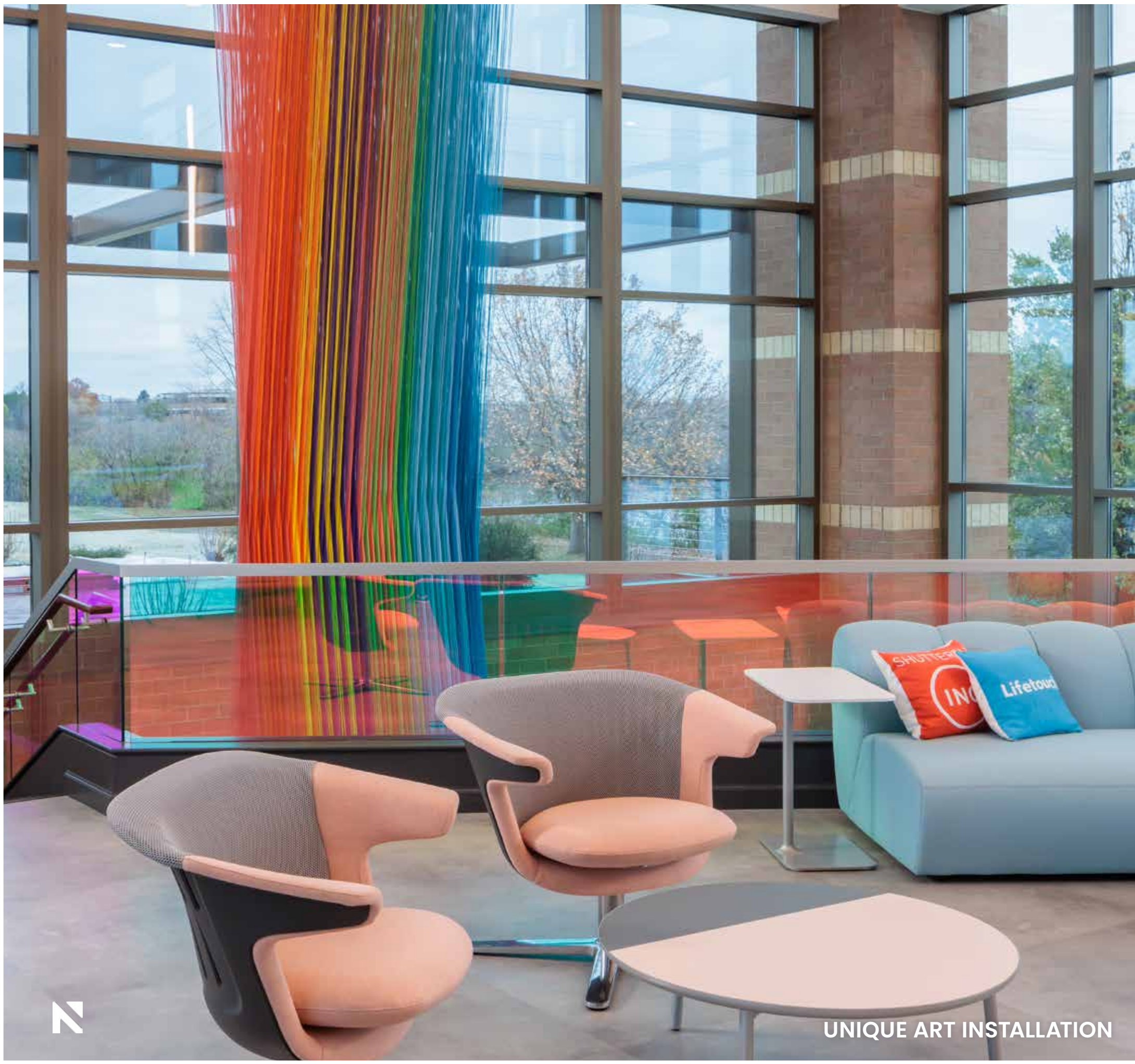
UNIQUE ART INSTALLATION
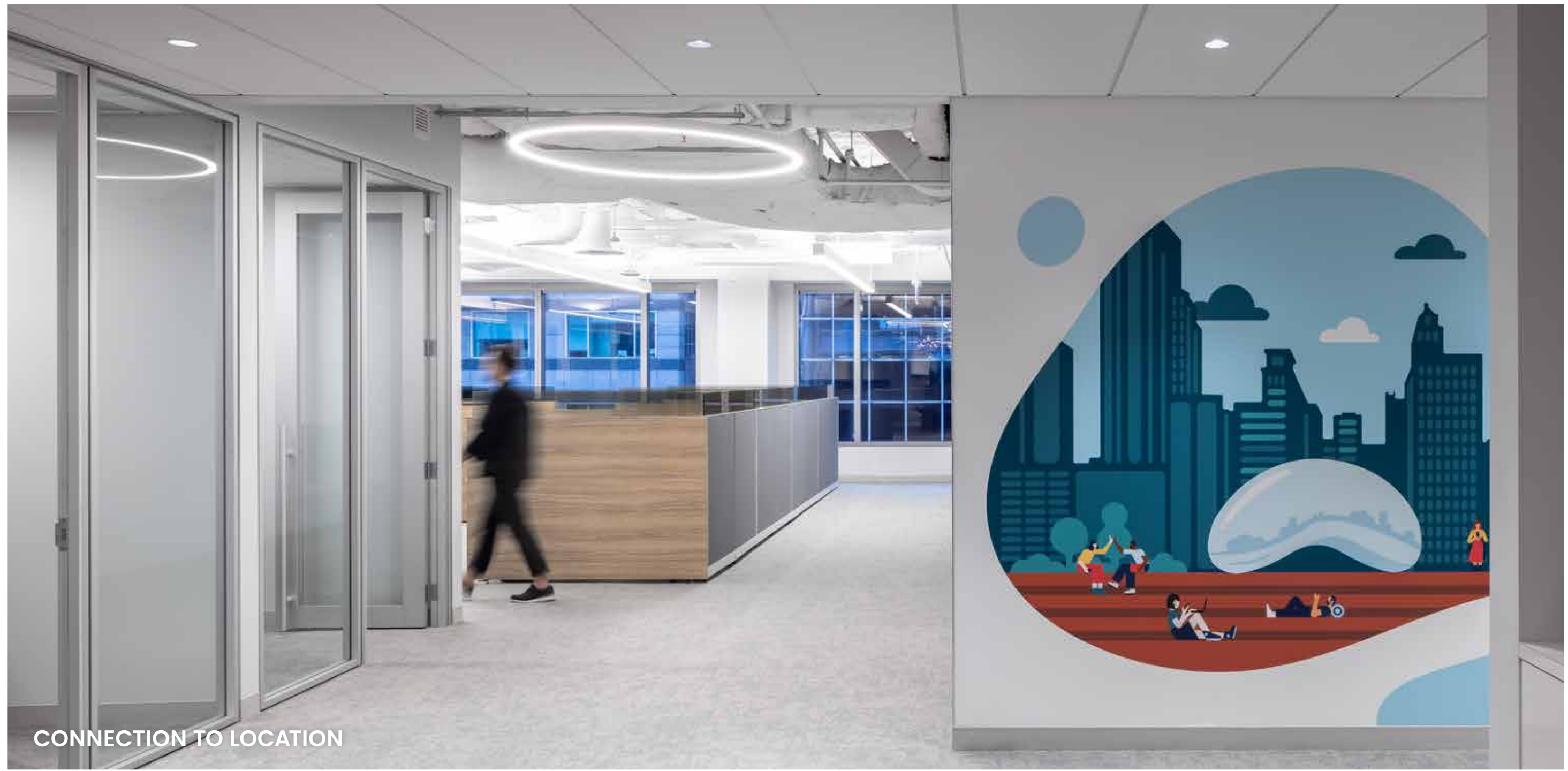
EMPLOYEE EXPERIENCE DESTINATION

BRAND PERSONALITY

06

Multi-
GENERATIONAL

With five generations coexisting in the workforce, acknowledging the diverse experiences and perspectives of these workers is crucial for creating connecting spaces. Accommodating a wide range of communication and work styles poses a challenge in today's workplace – it's no simple task! By prioritizing discussed trends and offering choice and flexibility in how spaces support work efforts, workplaces can evolve and adapt to meet varied needs efficiently.

A Changing
WORKFORCE

77%

of Gen Z consider level of diversity at a company important

62.3%

of Gen Z think that feedback sessions should take five minutes for less

40%

of Gen Z think that working WiFi is more important than working bathrooms

92.7%

of Gen Z believe that technology is causing gaps between generations

Communication
WORKSTYLES

TRADITIONALIST
75 MILLION | PRE 1946

- Crave rules
- Respect authority
- Duty to organization takes precedence over personal life
- Promote based on seniority

BABY BOOMERS
70 MILLION | 1946-1964

- Strive for fairness
- Feel like their success is in other's hands
- Find hierarchy helpful
- Focus on face-to-face
- Work long hours

GENERATION X
60 MILLION | 1965-1979

- Crave control
- Demand high productivity
- Want to have fun
- Current leaders
- Sandwich generation
- Trying to adapt

MILLENNIALS
82 MILLION | 1980-1994

- Most collaborative generation in history
- High ethical standards
- Want to talk things through
- Want to be in-person
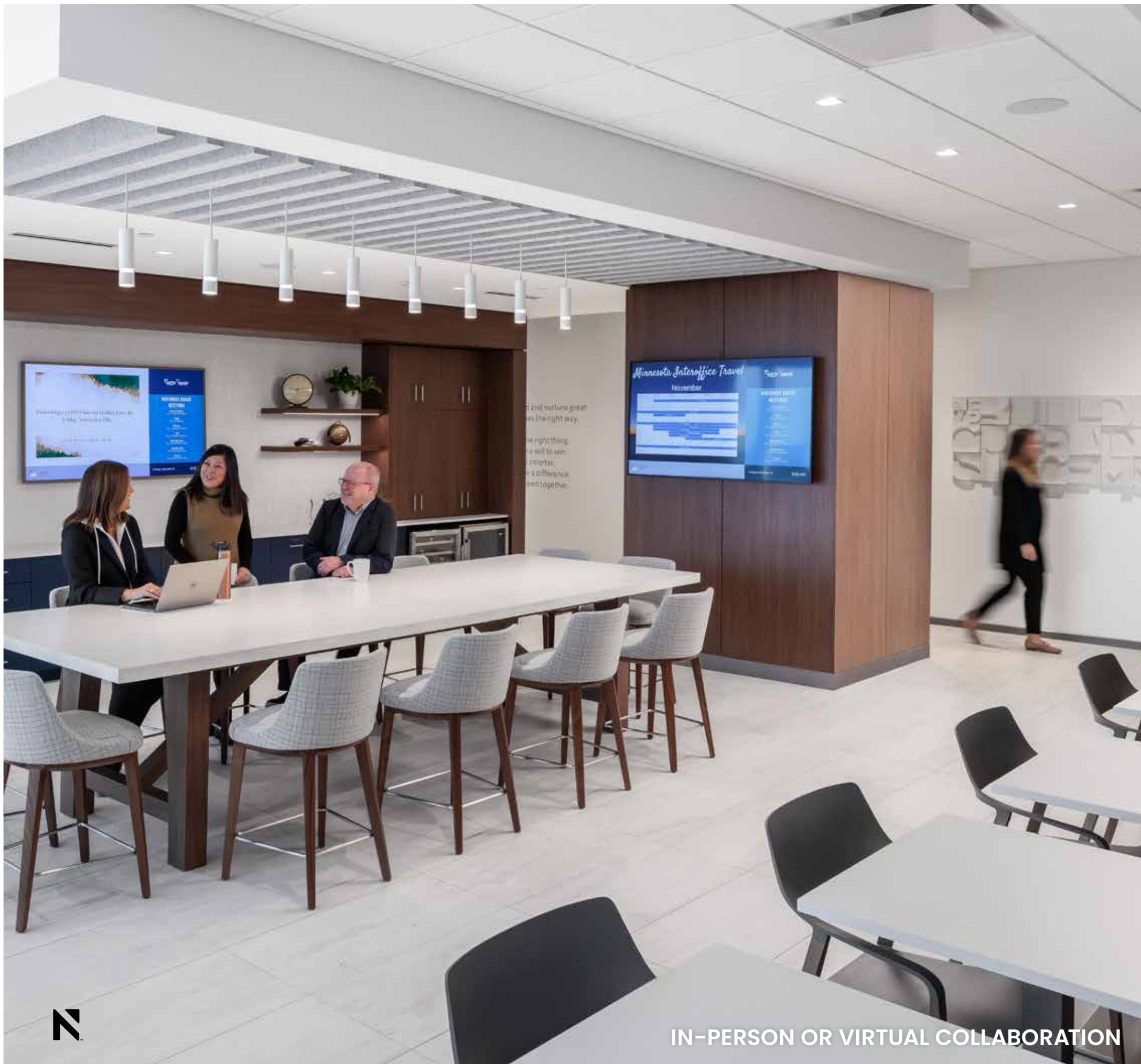- Desire recognition
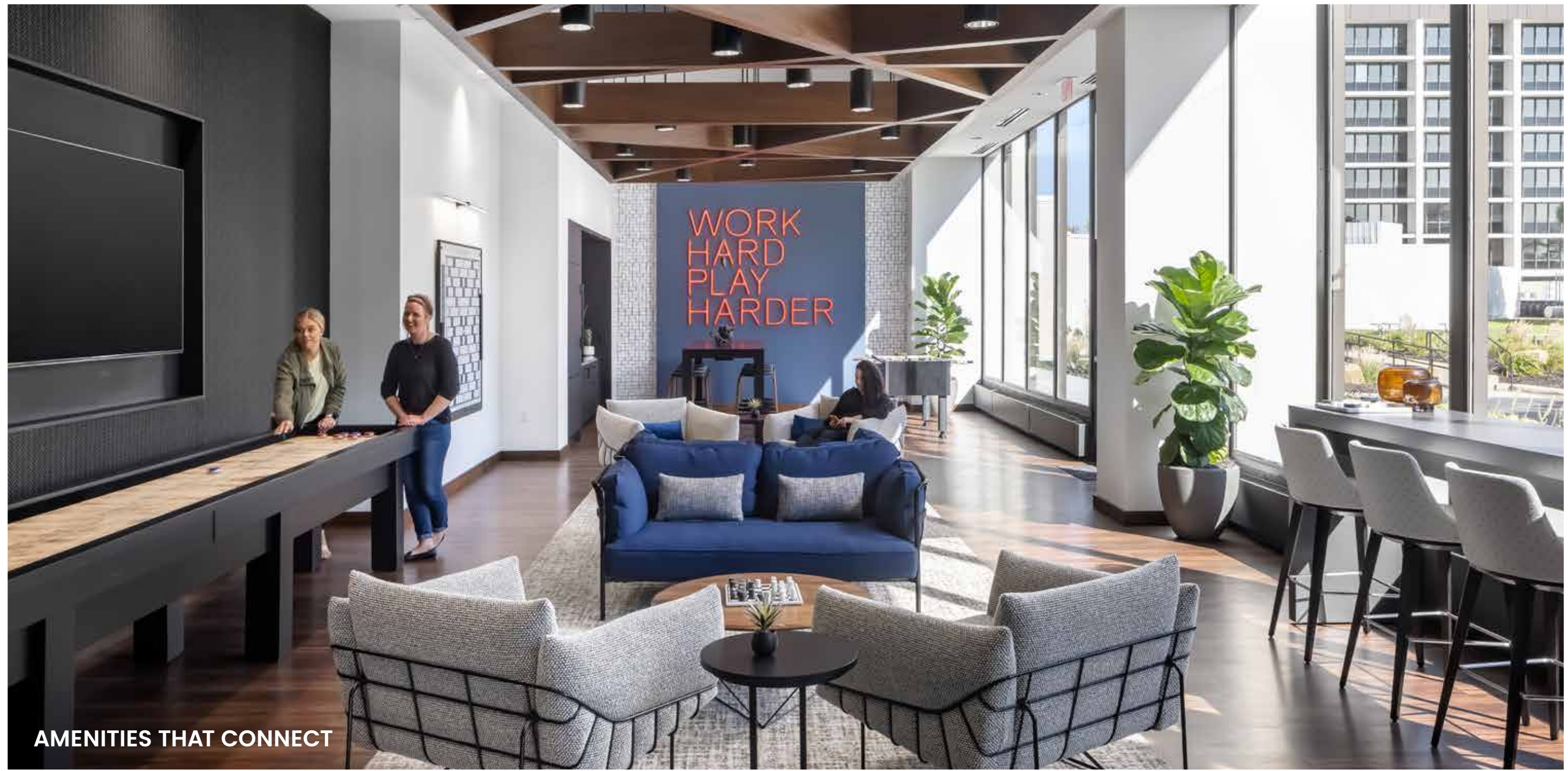
GENERATION Z
72 MILLION | 1995-2012

- Thrive on their own
- Extremely competitive
- Don't understand the value of being in-person
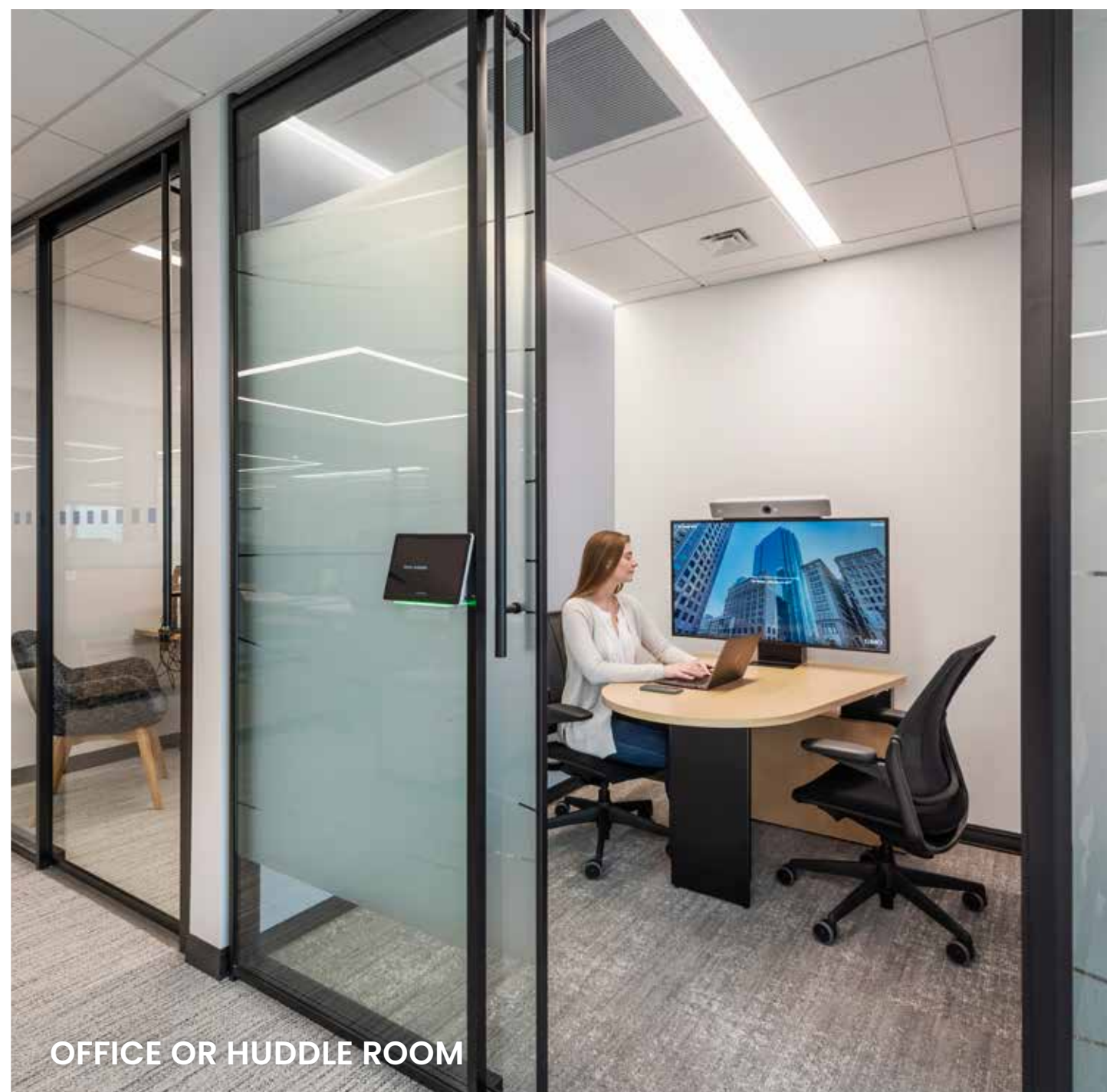- Values money less than the previous generation
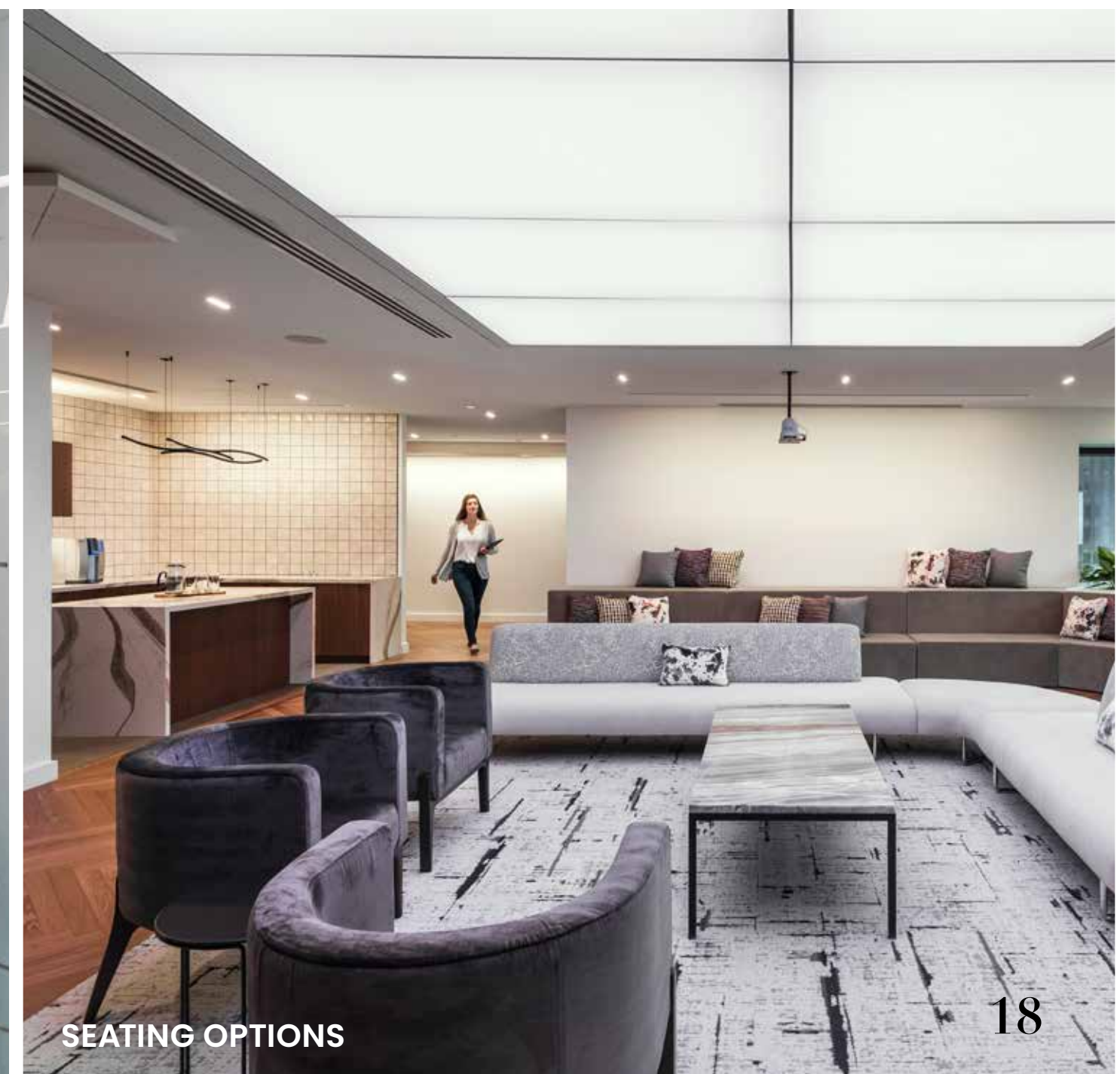
MULTI-GENERATIONAL
Supporting Different Perspectives

AMENITIES THAT CONNECT

IN-PERSON OR VIRTUAL COLLABORATION

OFFICE OR HUDDLE ROOM


SEATING OPTIONS

07

Sustainability &
WELLNESS

Enhancing wellbeing not only benefits physical health but also yields significant business advantages. Organizations that prioritize employee wellbeing witness improved performance in key metrics like customer engagement, profitability, productivity, and retention.

Participating together in wellness activities fosters team bonds and a shared sense of purpose. Programs like LEED, WELL, and Fitwel, coupled with holistic design elements such as ergonomic furniture, diverse workspaces, and neurodiversity-friendly options, demonstrate a commitment to comprehensive wellness. Wellness-enhancing amenities like relaxation and meditation rooms, access to outdoor spaces, and quality food and beverage options, also contribute to a workplace culture that prioritizes employee health and satisfaction.
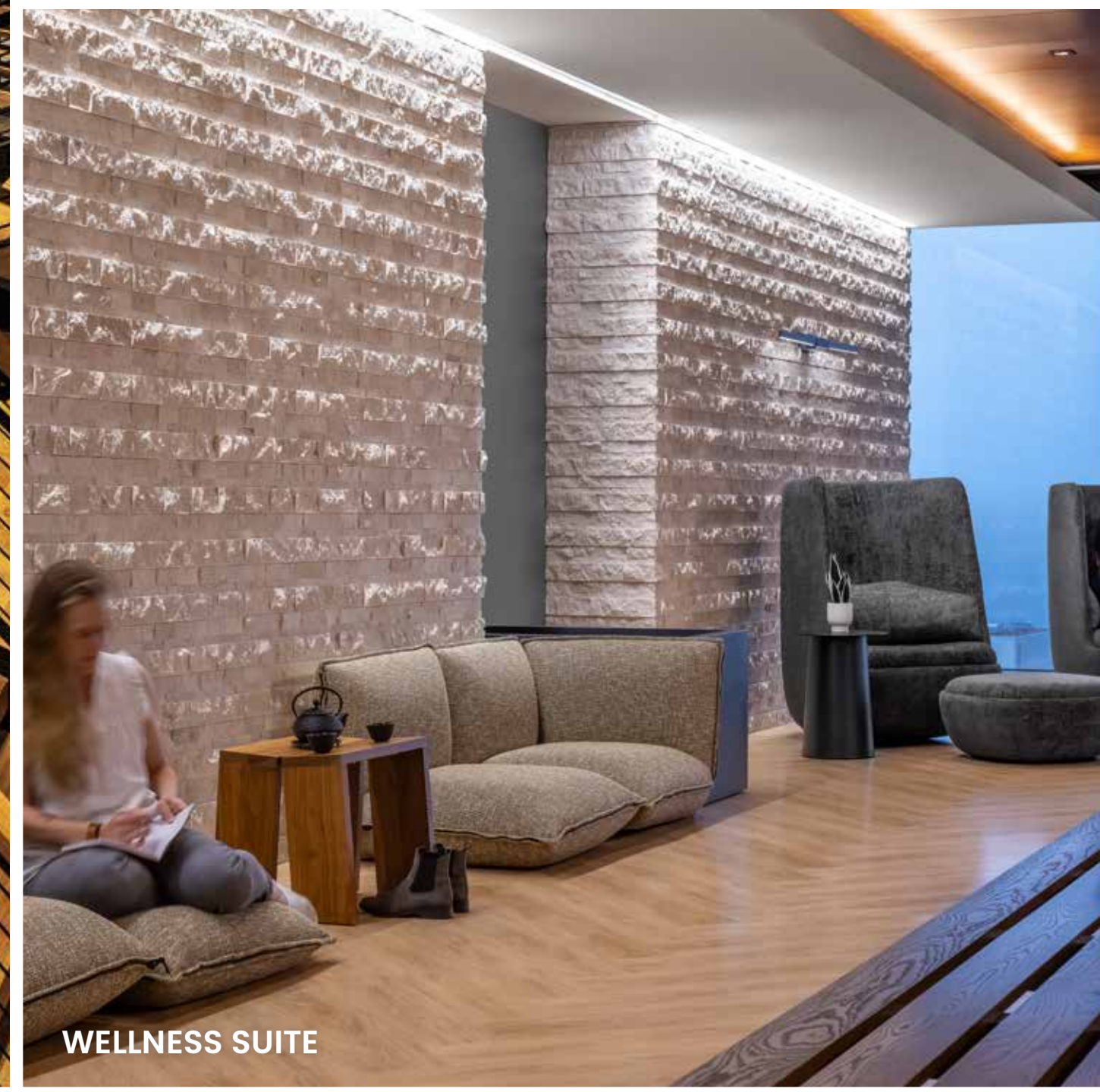
SUSTAINABILITY & WELLNESS
Commitment to the Planet and People
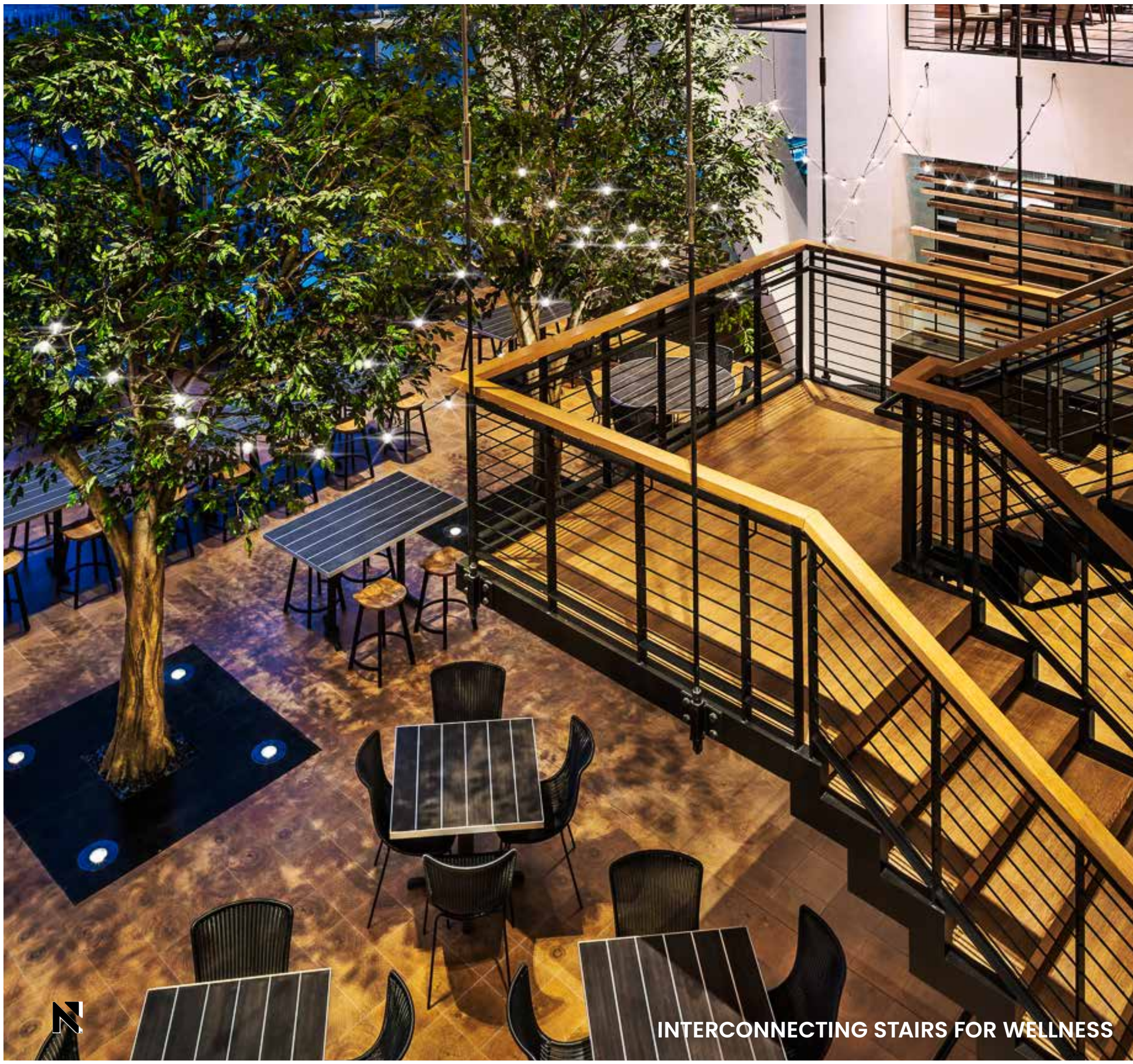
FITNESS ROOMS

INTERCONNECTING STAIRS FOR WELLNESS

WELLNESS SUITE

OUTDOOR SPACE

Your Firm
YOUR GOALS

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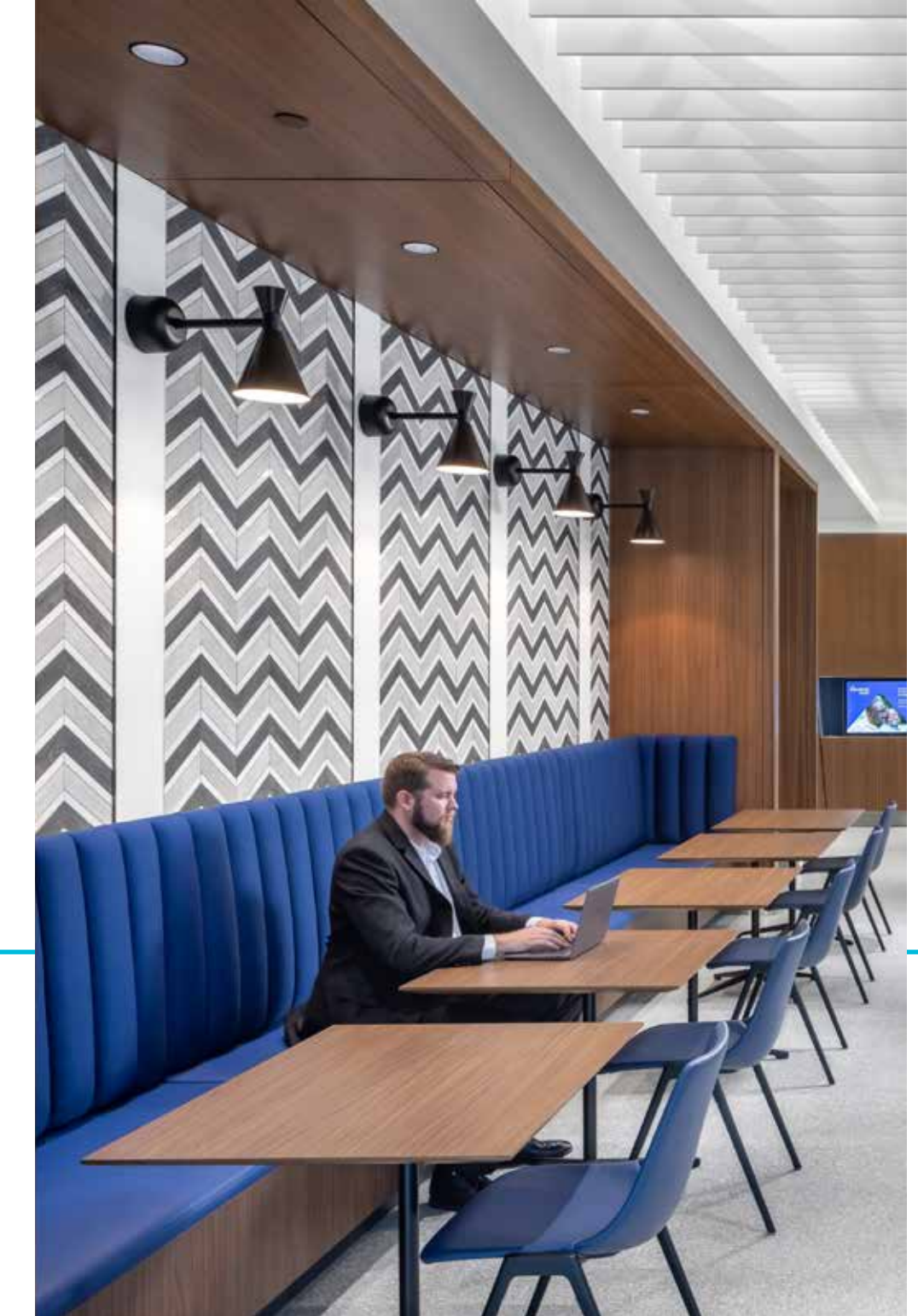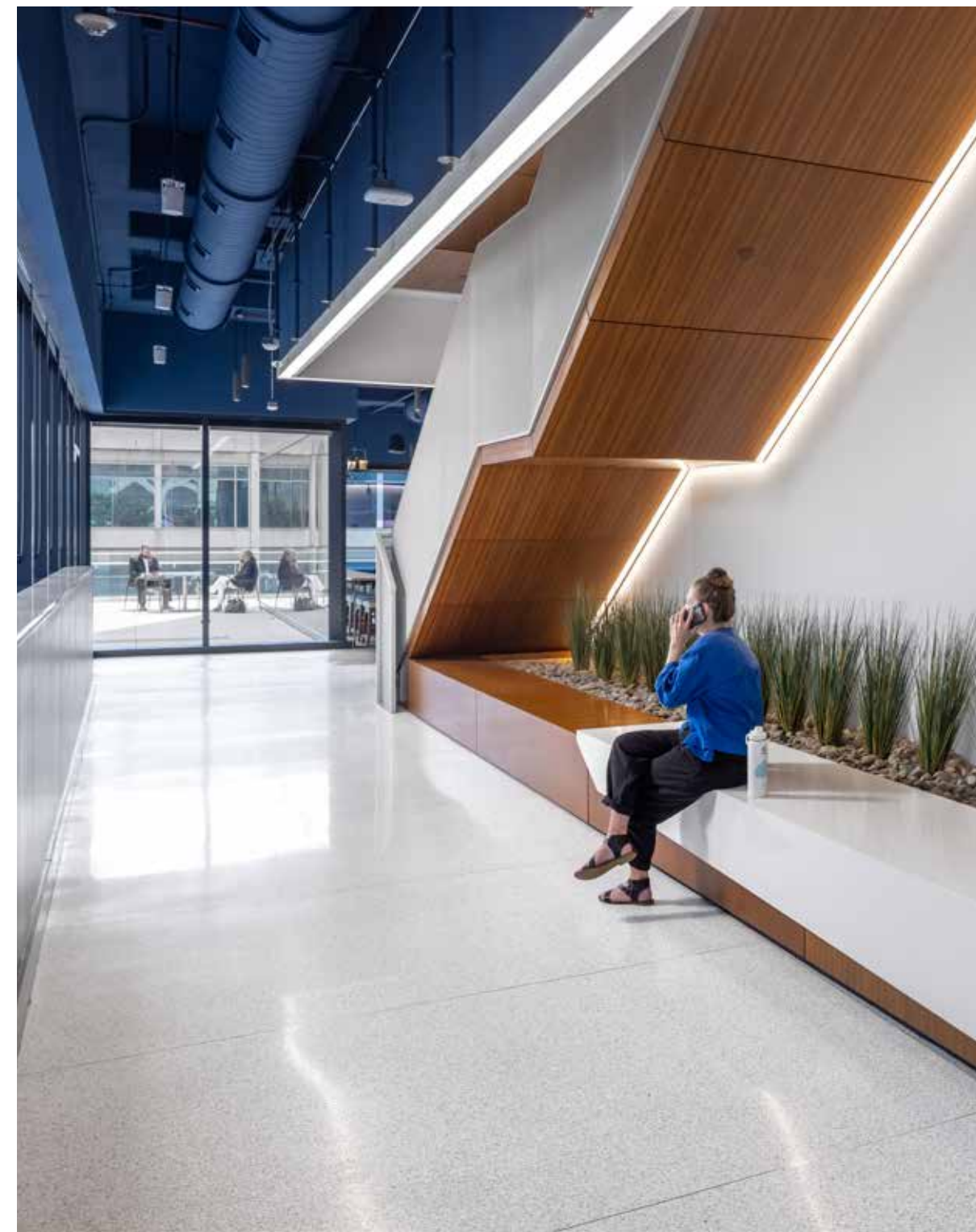
These insights are a starting point to help you navigate the ever-evolving and increasingly consequential world of work. While these trends are common across the sector, one thing remains true. Gone are the days of one-size-fits-all solutions, cookie-cutter offices, and rigid design philosophies.

We recognize that your firm's goals are unique to you – but together we can shape a future that embodies your visions and empowers you to excel.

NELSON

We look forward to transforming all dimensions of the human experience, together!

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