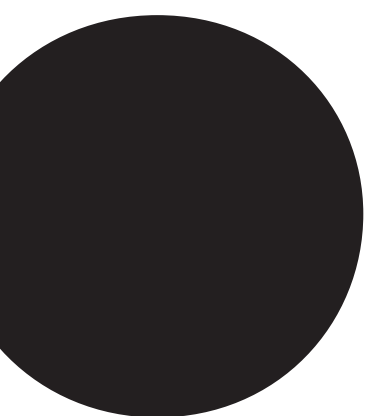


# THE CHANGING LANDSCAPE OF PROFESSION & WORKPLACE PERFORMANCE

Gensler

Kevin Katigbak, Senior Workplace Strategist / Gensler





WHAT IS DRIVING THE  
RADICAL CHANGE IN  
WORKPLACE DESIGN?

CHOICES

bridge distance

global gateways

**business performance**

brand

human capital

recruitment and retention

distance

talent war

**GLOBALIZATION**

socializing

commitment

**GENERATIONAL DIVERSITY**

support

the environment

RESPONSIBILITY

diversity

**PRODUCTIVITY/  
OFFICE DENSIFICATION**

innovation

aging building stock

**LEARNING**

the 24 hour office

**MOBILITY**

**TECHNOLOGY**

**HEALTH &  
WELLNESS**

**social responsibility**

emerging economies

brand equity

collaboration

growth

CITIES

focus

knowledge worker

ENGAGEMENT

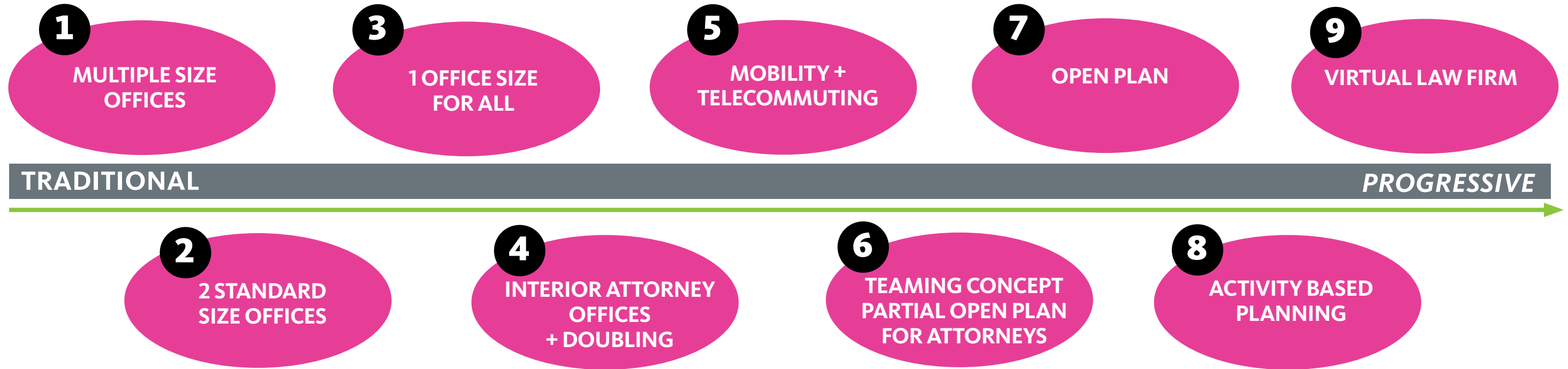
**SUSTAINABILITY**

safety, security, privacy

competitiveness



# STRATEGIES FOR THE FUTURE



Where are YOU?



1

## LESS IS MORE

Thoughtful Space Reduction

Reevaluation of space and implementation of strategies such as universal office sizes, wall-less offices, and mobility programs, will increase real estate efficiency

**15-40%**

Average space reduction while simultaneously increasing headcount





FIRMS ARE REDUCING LEASABLE  
SQUARE FEET BY **15-40%** WHILE  
GROWING ATTORNEY COUNT





2

# CHOICE, VARIETY & BALANCE

Focus + Collaboration

Providing choice of a variety of work settings that effectively balance, focus, and collaboration results in a high-performance workplace

**12%**

Increase in employee satisfaction  
when employers offer choices





# FOUR WORK ACTIVITIES



## FOCUS

PRODUCTIVE CAPITAL



## COLLABORATION

INNOVATIVE CAPITAL



## LEARN

INTELLECTUAL CAPITAL



## SOCIALIZE

SOCIAL CAPITAL





# FOCUS

**MCDERMOTT WILL & EMERY | WASHINGTON, DC**





# COLLABORATION

INTEGRATED  
TECHNOLOGY

SHARED  
SPACE

INFORMAL  
MEETINGS

MANY TYPES OF  
COLLABORATION SUPPORT



# MENTORSHIP & LEARNING

LATHAM & WATKINS | HOUSTON, TX





# SOCIALIZATION

PROSKAUER ROSE | NEW YORK, NY





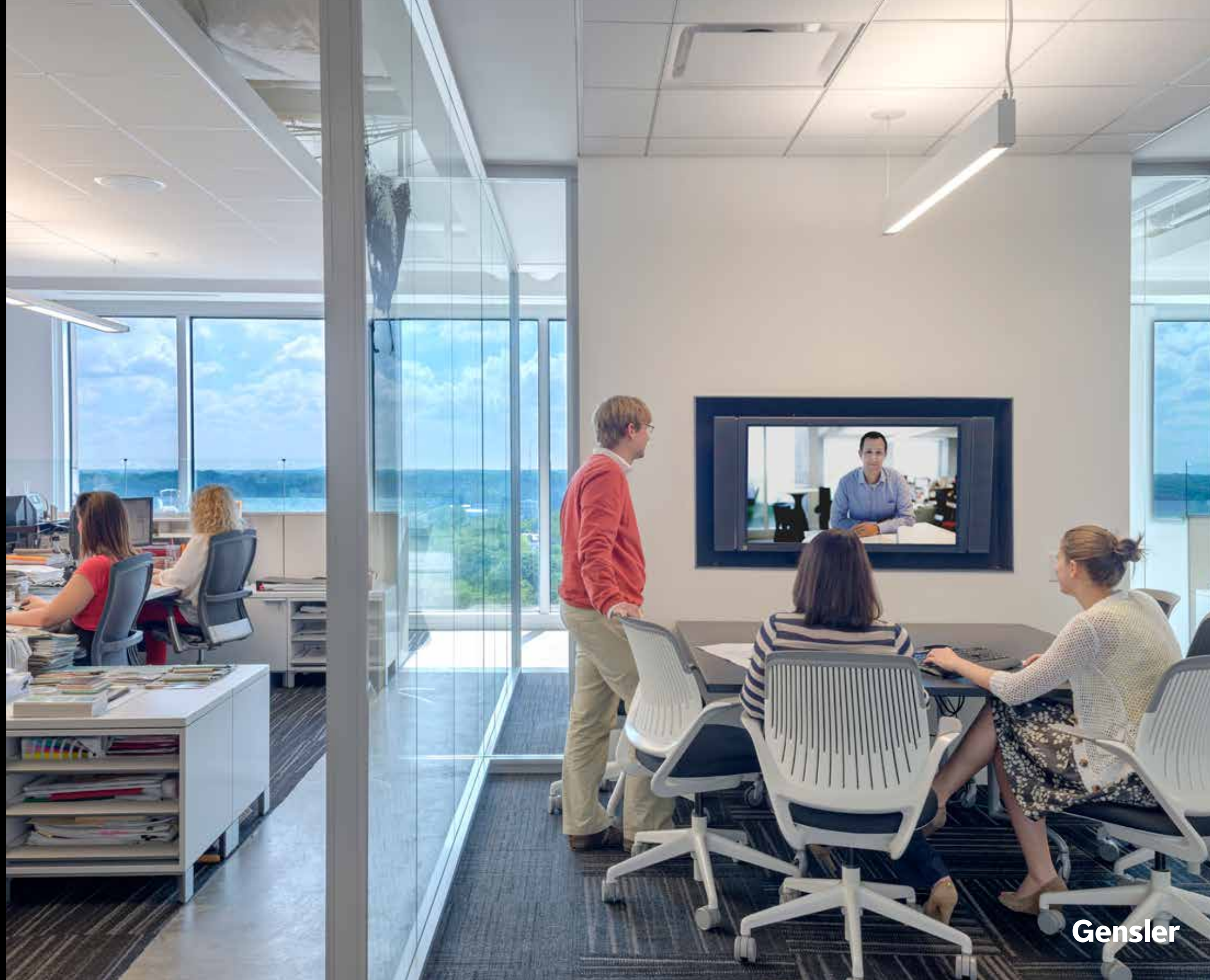
# CONNECT THE DOTS

## Face-to-Face & Virtual Engagement

Communication and social capital are key to building and sustaining client relationships as well as meaningful personal connections with colleagues, locally and globally

# 80%

Business professionals believe that face-to-face communication builds stronger, more meaningful relationships





# FUTURE PROOF

## Adaptable & Reconfigurable Design

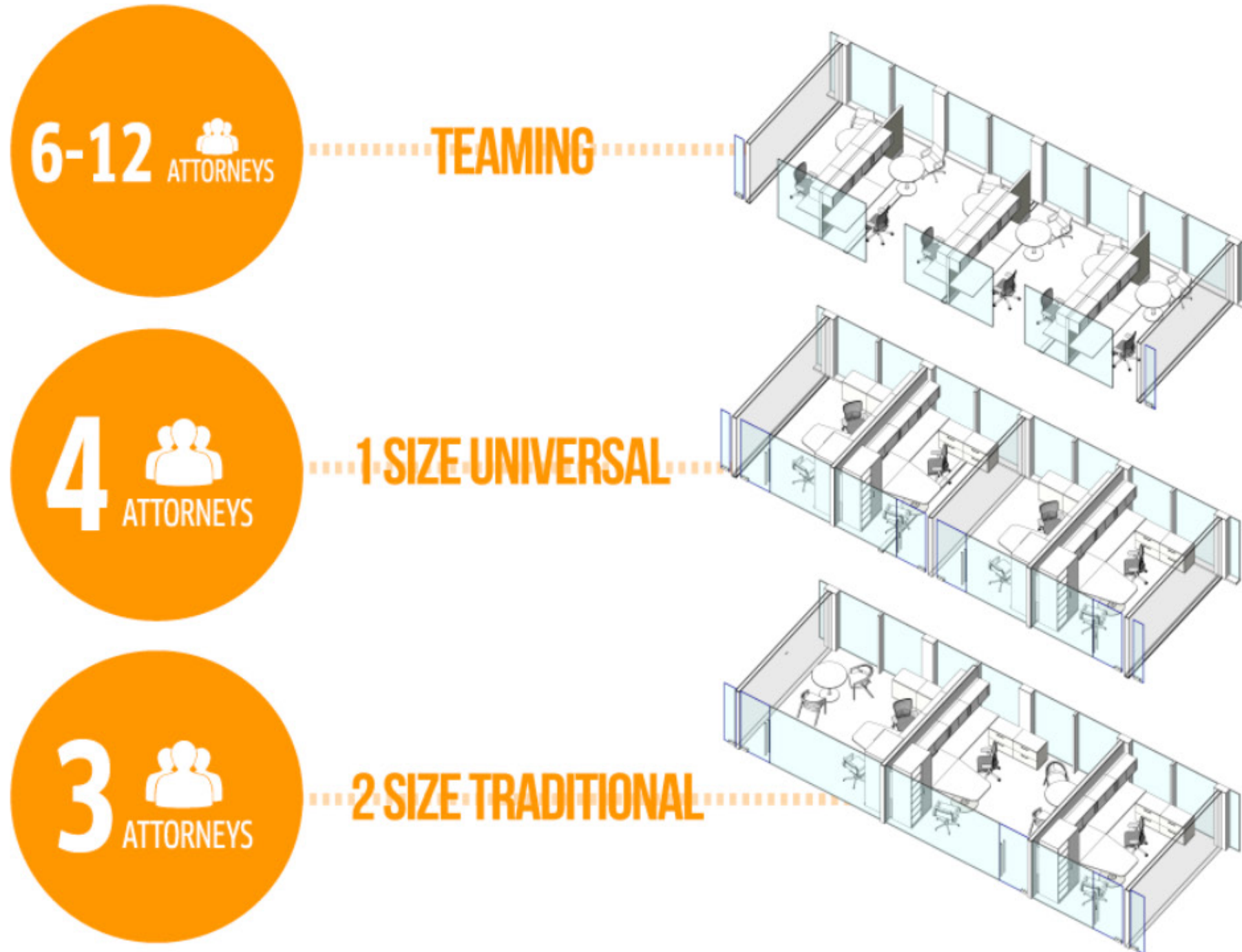
A workplace that meets the needs of your firm today, but can be reconfigured cost effectively to adjust to future work styles

# 60%

Decrease in reconfiguring cost compared to traditional construction using modular building components, while minimizing disruption to business and rate of depreciation

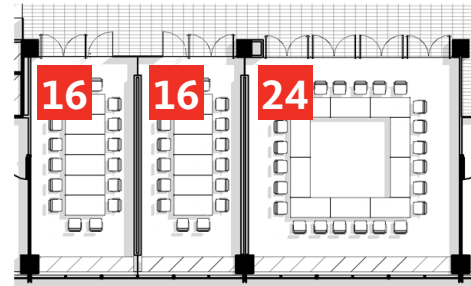


# 4 FUTURE PROOF





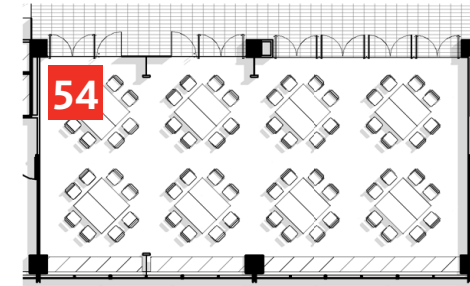
# 4 FUTURE PROOF FLEXIBLE CONFERENCE SPACES



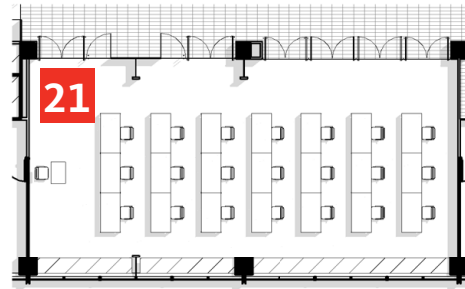
**3 CONFERENCE**



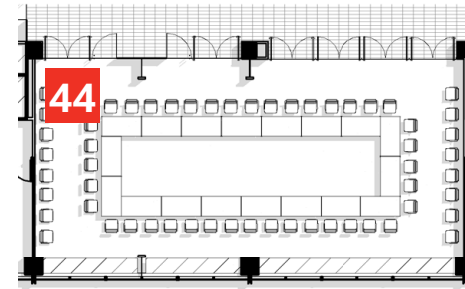
**LECTURE**



**BANQUET**



**TRAINING**



**BOARDROOM**





# UBIQUITOUS TECHNOLOGY

From Tethered to Portable

Technology enables employees to communicate, collaborate, access data, and work from anywhere

# 61%

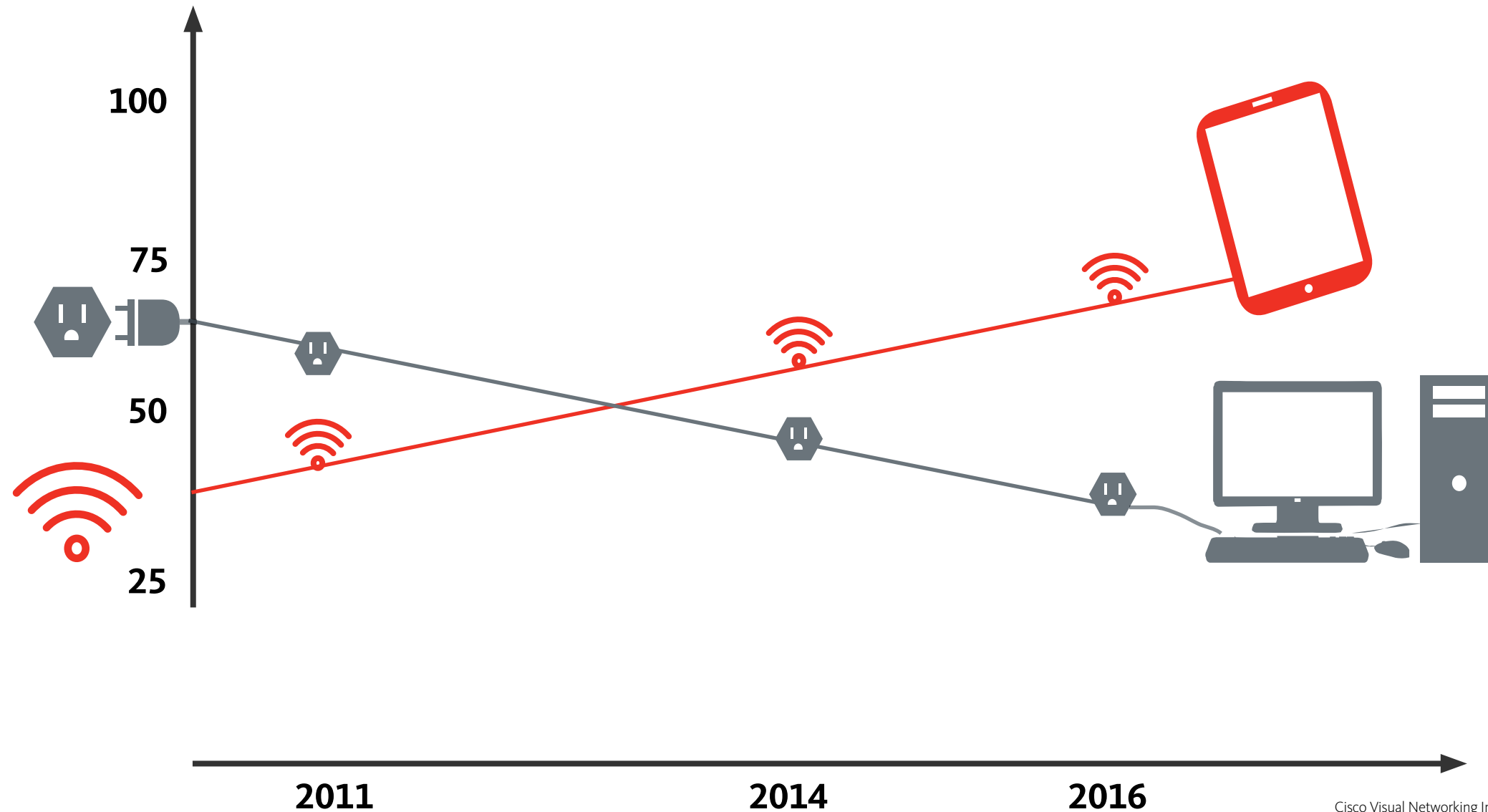
Amount of IT traffic that will be generated by wireless devices in 2015





# MOBILITY-TECHNOLOGY IS THE ENABLER

IP TRAFFIC WILL INCREASE 3-FOLD BY 2017



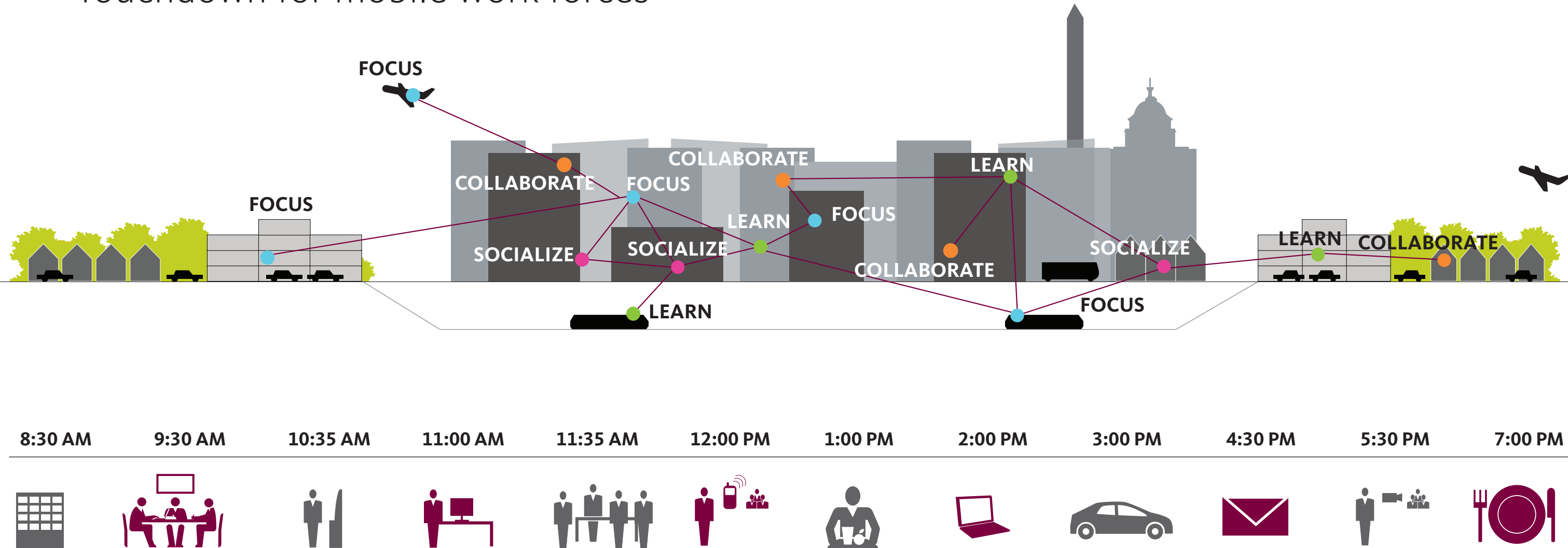
By 2016, wireless devices will account for **61%** of IP Traffic

Cisco Visual Networking Index, Cisco.com, May 30, 2012



# THE FUTURE OFFICE WILL PROVIDE:

- Support for multiple work activities
- Technology enables flexibility of time and place for work
- Touchdown for mobile work forces





# ONE SIZE DOES NOT FIT ALL

Crafting a Strategy for Your Firm

Each firm must select and implement strategies that best reinforces its unique culture and brand

# 100%

“Opt-In” Change Management program employee participation from Day 1





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