STIMULATING WORKPLACE INNOVATION
How Facilities Help Drive Culture and Employee Engagement
Meet Our Presenter:

Kelly Duff

Happiness Guru  •  Allstate Insurance

Prior career in Chicago Radio

Award-winning author
Learning Objectives

• Allstate disrupts 90 years of status quo
• Allstate’s agile workplaces
• The Employee Experience Equation
• Results & the future of Allstate’s new way to work
A What?

What the heck is a Happiness Guru?

How do I get this title?
Ever-Changing Workforce Demographic

BABY BOOMERS
- BORN: <1963
- PROS: Productive, hardworking, team players, mentors
- CONS: Less adaptable, less collaborative

GEN X
- BORN: 1963-1980
- PROS: Managerial skills, revenue generation, problem solving
- CONS: Less cost-effective, less executive presence

MILLENNIALS
- BORN: 1980-1995
- PROS: Enthusiastic, tech-savvy, entrepreneurial, opportunistic
- CONS: Lazy, unproductive, self-obsessed

Source: UXC Professional Solutions
Disrupt the status quo

Source: Tina Minter Interior; Eames Office
Allstate’s MVP: The Mart
Objectives

Provide a contemporary environment that attracts and retains the best talent in the industry.

Enable a dynamic and collaborative work experience through increased availability of modern spaces and tools.

Inspire the creation of innovative, cutting-edge products and services that reflect the Allstate brand and culture.
Try New Things
Workspaces
Workspaces
Relax or Recharge
Relax or Recharge
Building Community
The Employee Experience Equation

Source: UXC Professional Solutions
Growth in less than two years

Phase I – 50,000sf – 125 employees
Expected growth to 450
Growth in less than two years

Phase I – 50,000sf – 125 employees
Expected growth to 450

Phase II – 100,000sf – 715 employees
Expected growth to 810
Other Results

• Learn Day goes enterprise-wide

• We’ve captured interest of teams in HO, outside companies

• Community & connection

• Identify & iterate
Happiness across the enterprise

Chicago
Northbrook
Charlotte
Irving
Tempe
Accountable, Empowered & Driven Employees

Companies who focus on the **human side of business** will win in the long run.

Studies show its **purpose, mastery, and autonomy** that truly matter.
Thank you!
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