Welcome to 2019!

Kate North
Global Co-Chair, WE
Vice President, Workplace Innovation
Colliers International

Workplace Evolutionaries
A Community of IFMA™
2018 At A Glance
Changing the World, One Workplace at a Time!

900+ MEMBERS

23% of member growth was outside the US

GROWTH

26 WE Hubs

Global Reach

9 Europe
13 North America
1 Africa
1 Asia
1 Australia

IFMA, Community of the Year Award - World Workplace 2018
WE:Know and Share

- 76 Innovative Workplace Presentations delivered at IFMA Events and WE Hubs

WE:Brief

- 60 most compelling Workplace Research studies and articles summarized

WE:Learn

- 5th Biennial Global Benchmarking Study
  - 130 participating companies
  - 2,300,000 represented global employees

MONTHLY WE:Binars

- 631 attendees
- 5,735 members

Knowledge Sharing Events

1. Work Reboot (January)
2. Facility Fusion (March)
3. World Workplace Europe (May)
4. World Workplace North America (October)

WE Workplace Evolutionaries a Community of IFMA
WE love our sponsors!

Platinum Sponsor: Colliers International
Gold Sponsor: Allsteel
Silver Sponsor: MovePlan
Bronze Sponsor: corporate artworks
Friend of WE:
Additional Events with Discounts
Today’s **WE:binar** Featuring…

**Presenter:**
Dr. Ben Waber  
CEO and Co-Founder of Humanyze

**Moderator/Coordinator:**
Meg Campbell, Workplace Strategist  
Unispace
Using Organizational Analytics to Transform Business

Ben Waber
Why is organizational change hard?
The Solution
Using behavioral data to understand how people work and change how companies are managed.
People Analytics Divisions
A/B Test Everything
### Facilities Data

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>HVAC Data</td>
<td>Energy usage reduction</td>
</tr>
<tr>
<td>Elevator Usage</td>
<td>Proxy for activity</td>
</tr>
<tr>
<td>Power Consumption</td>
<td>Energy usage reduction</td>
</tr>
<tr>
<td>Seat Sensors</td>
<td>Workplace planning</td>
</tr>
</tbody>
</table>

### People Data

<table>
<thead>
<tr>
<th>Data Source (Useful for discovering correlations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics</td>
</tr>
<tr>
<td>Team</td>
</tr>
<tr>
<td>Tenure</td>
</tr>
<tr>
<td>Performance</td>
</tr>
<tr>
<td>Contextual, qualitative knowledge (or surveys)</td>
</tr>
</tbody>
</table>

### Behavioral Data

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensor Badges</td>
<td>Various</td>
</tr>
<tr>
<td>RFID Badges</td>
<td>Workplace planning</td>
</tr>
<tr>
<td>Consumer Wearables</td>
<td>Healthcare cost reduction</td>
</tr>
<tr>
<td>Cell Phones</td>
<td>Various</td>
</tr>
<tr>
<td>WiFi Tracking</td>
<td>Workplace planning</td>
</tr>
</tbody>
</table>

### Digital Data

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>Various</td>
</tr>
<tr>
<td>Calendar</td>
<td>Workload assessment</td>
</tr>
<tr>
<td>Chat</td>
<td>Various</td>
</tr>
<tr>
<td>Project Management</td>
<td>Team performance</td>
</tr>
<tr>
<td>Software</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>Various</td>
</tr>
<tr>
<td>Computer Usage</td>
<td>Workload assessment</td>
</tr>
</tbody>
</table>
Case Studies
Phase 1 Results

• Cohesion predicted productivity
  • The opposite of how call centers are managed
  • Cohesion was unrelated to tenure and gender

• Cohesion reduces stress

• Solution: change break structure
Call Center Breaks

Phase 1 Break Structure

Phase 2 Break Structure

15 Minutes
Phase 2 Results

- **Cohesion**
- **Stress Decrease**
- **Productivity**

The diagram shows the percentage change in cohesion, stress decrease, and productivity. Productivity has the highest percentage change, followed by stress decrease, and cohesion.
European Bank

Branch 1

Branch 2

Branch 3

Performance?
European Bank

Branch 1

Branch 2

Branch 3

1

3

2
11% increase
Journey to A/B Testing
The Journey

Current State

- Single initiative
- Identify Stakeholders
- Ongoing Measurement

Proactive and Predictive Analytics

Continual Expansion

基础设施 for Data Collection

Time

ROI
Perspectives
Remote Work
A Primer on Programming
Remote Work Effect

![Bar chart showing the percentage of dependencies for Congruence and Gap, comparing Co-located and Remote work.]

- Congruence:
  - Co-located: 50%
  - Remote: 45%

- Gap:
  - Co-located: 40%
  - Remote: 50%
$150M/year
Complex Projects
16 Months
6 Years

$32 Billion
What’s next?
Gender @ Work
I look forward to limiting your growth.
No.
No.
The Future
Thank You

info@humanyze.com
Creating an innovative, different kind of workplace: How employee motivation can drive space design and ultimately the impact of an organization’s brand.

Join us on February 21st 11:00 AM EDT

Presenter: Liz Zurek Beaudry Owner, Envision