WELCOME TO OUR FEBRUARY WE:BINAR!

Kate North
Global Co-Chair, WE
Vice President, Workplace Innovation
Colliers International
Here what you don’t want to miss….

- Leading-edge WE Presentations
- WE Debate – Does workplace strategy matter?
- WE embraces Inconvenient Conversations
- WE Pitch – Why YOU need WE
- WE European Hub Annual Meeting and Event
• WE Presentations
• WE Workshop
• WE Case Studies and Tours of the Top Workplaces in Atlanta
  Coca Cola
  Troutman Saunders Law Firm
  Make sure to book your spot for the tours on the Facility Fusion site today!

And of course....join us for a fun WE Socialize event!
LET’S WELCOME OUR NEW CO-LEAD!

NEW! WE:binar Co-Lead:
Emily Dunn, Workplace Knowledge Consultant
Herman Miller

WE:binar Co-Lead:
Meg Campbell, Workplace Strategist
Unispace
Creating an innovative, different kind of workplace: How employee motivation can drive space design and ultimately the impact of an organization’s brand.

Presenter:
Liz Zurek Beaudry
Owner, Envision
CREATING AN INNOVATIVE, DIFFERENT KIND OF WORKPLACE

How employee motivation can drive space design and, ultimately, the impact of an organization’s brand.

www.thinkenvision.com
ABOUT

Background, Envision and MDNA Cloud
ABOUT ME

• Corporate Marketing and Communications
• Envision
  • Branding and Marketing Communications
    • Brand Strategy, Web, Design
  • MDNA Cloud (Software Platform)
  • Brand Culture and Internal Communications
MY STORY
STATS AND DATA

The Landscape of the Workplace
THE LANDSCAPE

40% of US workers say that their jobs are very or extremely stressful.
26% of employees say they are very burned out.
THE LANDSCAPE

68% of US employees are disengaged.

PROBLEM

How we work is not working
THE LANDSCAPE

What employees expect from their next employer:

58% say **flexible hours**

51% say being able to **work remotely**
THE LANDSCAPE

By 2030, the number of US workers in full-time ‘permanent’ employment drops to 9% of the workforce, an all-time low.

THE LANDSCAPE

30-35% of the workforce is already contingent (gig economy) with that figure expected to rise to 50% around 2020 and as high as 80% by 2030.
THE LANDSCAPE

Workers (both employees and contractors) are creating ways of working that drive sustainability and work life integration.
THE LANDSCAPE

Employers and organizations start with overall goals and objectives and work backwards to the employee.
WHAT IF?

...organizations *started* with employees (and how they’re motivated)?
THE LANDSCAPE

Boosting employee satisfaction by one Glassdoor rating point raises the market value of a company by 7.9%.

Companies with a formal engagement strategy in place are **67% more likely** to improve their revenue per full-time equivalent on a year-over-year basis.

SOLUTION

1. What if organizations started with employees (and how they’re motivated)?
2. And what if organizations used that data to build their brand and inform their goals?
SOLUTION

Inside-Out Approach

Build your culture to build your brand.

(Not the other way around.)
MDNA CLOUD
The Inside-Out Approach
ABOUT MDNA

• Two-Part Assessment, Cloud-Based
• Measures culture and employee motivation
• Based on Intrinsic Motivation/Self-Determination Theory
• Created by colleague Ed Kang, Calgary
• www.mdna.cloud
ABOUT MDNA

• Foundation for Envision’s brand and marketing work.
• Brand strategy and messaging based on the data.
• Using MDNA data to align brand + culture + space.
ABOUT MDNA CLOUD

- **Helped grow a co** from $2.14 to $10.44 million in 5 yrs.
- **Understood how to authentically represent Muhammad Ali** on Facebook. Grew page by over 450,000 Likes first year and 1.8 million Likes the second year.
- **Developed message and promoted Generation Ali scholarship campaign** resulting in awareness and applications from 26+ countries.
- **Helped IT company message** so there’s alignment and authenticity between internal and external message. (100 Best Places to Work)
- **Recommended to manufacturing company to niche** in a specific industry based on employee motivation.
CASE STUDY
IT Company
100 Best Places to Work, MN Psychologically Healthy Workplace Award
Minnesota Psychological Association
THE SITUATION

“I engaged Liz and her team to help us with a marketing plan. Liz's philosophy (which we adopted) was that our internal culture needed to ignite our external brand.”

–Owner
MDNA CLOUD: ALL EMPLOYEES AND RELATIONSHIPS
EMPLOYEE: IAF/SSA MOTIVATIONAL GIFTS

Find out yours!
www.mdna.cloud
SELF DETERMINATION

Solo
Linear Thinking
Black and White

Teams
Circular Thinking
Grey
ALL EMPLOYEES

Solo
Linear Thinking
Black and White

Teams
Circular Thinking
Grey

INDIVIDUAL
MDNA

SIZE
Self-Determination

COLOR
Social Engagement

RING SIZE
Change Confidence

LINE
Social Relationship
ALL EMPLOYEES AND RELATIONSHIPS

Solo
Linear Thinking
Black and White

Teams
Circular Thinking
Grey
PART 2 SIX DIMENSIONS OF CULTURE

INNOVATION: 47.3
PRODUCTIVITY: 53.2
CHANGE: 31.6
EXPANSION: 41.7
KNOWLEDGE: 48.9
COMMUNITY: 47.6

NICHE FACTOR: 1.9
FRICION FACTOR: 6.3
RESULTS/RECOMMENDATIONS

• Employee Motivation: Understanding how employees are truly motivated.

• Overall Brand Motivation: Finding their sweet spot as an organization.

• One-Word-Why (to easily align internal communications and external marketing)

• Messaging (Internal and External)

• Training (Using Employee Motivation to drive results)

• Onboarding (All new employees take MDNA)
RESULTS

One year after MDNA Implementation: *Inc. 5000 Fastest Growing Companies in the US*
RESULTS

“Our internal brand oozes out of everything we do: helping our clients, meeting new prospects, and helping our communities. We are truly "Expanding the Circles of Happ(i)ness into the World"!

–Owner
MDNA CLOUD

- Taken by over 4,600 individuals
- Users report a 94.40% accuracy rating
- Used by over 84 companies
NEW! MDNA FOR SPACES
Designing Spaces Based on both Employee and Organizational Motivations
MDNA FOR SPACES

Type of Work

Motivation
<table>
<thead>
<tr>
<th>Space Type</th>
<th># Employees</th>
<th>% Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERDEPENDENT</strong></td>
<td>3</td>
<td>11%</td>
</tr>
<tr>
<td>An interactive space that allows networks of individuals to concentrate on routine tasks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COLLABORATIVE</strong></td>
<td>11</td>
<td>39%</td>
</tr>
<tr>
<td>Interactive space where networks of teams can work together at higher levels of complexity allowing individuals to roam as necessary.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FOCUSING</strong></td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td>Space for individuals to nest and concentrate on routine tasks. Typically space is permanent assigned to individual.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EMPOWERING</strong></td>
<td>2</td>
<td>7%</td>
</tr>
<tr>
<td>Space where individuals can nest but also allow roaming as necessary to share expertise for more complex tasks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INTERDEPENDENT / COLLABORATIVE</strong></td>
<td>3</td>
<td>11%</td>
</tr>
<tr>
<td>Flexible combination space.</td>
<td></td>
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SOLUTION

1. What if organizations started with employees (and how they’re motivated)?
SOLUTION

2. And what if organizations used that data to design their spaces, build their brand and inform their goals?
QUESTIONS?
THANK YOU!

Liz Zurek Beaudry
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March 21st @ 11:00 AM EDT!

Liz Elam
Founder of The Global Coworking Unconference Conference (GCUC)