WE Case Study

A Workplace Transformation at:

troutman

sanders
Emerging Trends in Law Firms
DRIVERS OF CHANGE | BENCHMARKING COMPARISON:

RSF/Seat in other Industries
Source: Gensler

- **378 RSF**
  - Typical Law Firm

- **170 RSF**
  - Typical Consulting Firm

- **135 RSF**
  - Typical Accounting Firm

- **255 RSF**
  - Typical Private Equity Firm

- **200 RSF**
  - Typical Media/Entertainment Firm

- **168 RSF**
  - Typical Banking Firm

- **158 RSF**
  - Typical Technology Firm
Introduction

Joseph L. Geierman, MCR, CFM, FMP
Director, Real Estate and Facilities
tROUTMAN SAndERS
Business Drivers and Goals

Financial
• Don’t take on more space than we actually need
• Use space efficiently- multi-purposed

Future-Proofing
• Standardize size and furniture
• Create a workplace we can thrive in for the next decade

Creating Experience
• Create a space that people want to be

Culture/Brand
• Reflect the firm’s culture
What was your approach?

• Working with Leadership Team
• Real estate strategies
• Workplace strategies (leverage next slide)
Troutman’s Workplace Transformation:
Design Principles

Single Sized Offices
Increased # offices and flexibility

Collaboration
Increased Conference Rooms and Improved Break Areas

Operational Efficiencies
Created Legal Support Areas

Future-Proof
Responsive to changes as population changes

From

To
Reception Areas

From

- Inspiring Views & Daylight
- Reduced Space 50%
- Multi-functional Spaces
- Cultural Expression
  (open, welcoming, modern)

To
Reception Area
Multi-purposed Client Space
Attorney Offices

From

Single sized offices:
• > flexibility

Standardized furniture:
• < MAC costs
• > buying power

Glass office fronts:
• visually connects / daylight

To
Secretarial / Interior Space

From

Secretarial Pods
Improved “team” work concept
Trade-offs
Furniture Standards - same as attorneys

To
Administrative Staff Function

From

< Size (6x8 to 6x6)
Adjustable height for everyone
No exterior offices for staff
Lower panel heights – daylight for all

To

> Collaboration and break-out meetings
Lounge / Break Rooms
“a space people wanted to be”

From

Moved to exterior space – daylight and views
“Grab and Go” market using credit card – 3 floors
Provided better coffee options and free soda

To
Legal Floors
The Workplace Experience
Teamed with HR:

- **Visualize**: Created a video walk through rendering of space and shared with attorneys and staff at a special meeting

- **Choice**: Held a “Chair Fair” to allow attorneys and staff to choose the firm’s new task chair

- **Emphasized the positives** (adjustable height for everyone; access to light; better food amenities)

- **Honest messaging** about changes (smaller offices, managers out of offices) and why

- **Regular communication** from a dedicated change management team (led by HR)
Results to date?

- Feedback and acceptance (maybe a quote or two)
- Sq Footage pre and post
- Utilization of rooms

- What else do you want to measure?
Join us for Two WE Tours!

Wednesday from 1:15 – 5:00

Easy to register – IFMA Registration Desk

Price: $49.00

Meet at 1:00 at the Shuttle Area / Marquis Level

Departure – 1:15 p.m.

Return to hotel at 5:00 p.m.
Questions?