TRANSFORMING THE WORKPLACE
BY SELLING CHANGE

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PRESENTERS

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OUR JOURNEY TO SELL CHANGE

Discovery
Research current state and desired future state

Forming a Solution
Establish a vision and gain buy-in

Pitching Our Product
Rally others and build desire for change

Evaluating Outcomes
Seek feedback and measure results

Handling Objections and Closing the Sale
Ease concerns and drive client buy-in
# ALIGNING THE WORKPLACE TO THE BUSINESS

## PURPOSE

- Alignment with Operational Effectiveness (efficiency and cost savings)
- Holistic, integrated, and global Workplace Strategy that supports new ways of working
- Need to adapt process, organizational alignment, and culture
- Forecasted growth in the next three years
- Ongoing fluctuation of head count forecast

## PROJECT DRIVERS

1. **Foster tighter end-to-end connections with through digital client experiences.**
2. **Support an internal emphasis on accountability, innovation and quicker decision making.**
3. **Attract and retain top talent.**
4. **Strengthen internal and external mobility to allow for new business practice and processes.**
5. **Support individual ways of working and keep associates engaged.**

## RESEARCH METHODOLOGY

![Research Methodology Icons]
HOW PERSONAS DETERMINE SPACE TYPES

1. Map the Workstyle Profile
   - Balanced Persona
   - Centered Persona
   - Connective Persona
   - Fluid Persona
   - Informal Persona
   - Inventive Persona

2. Develop the Personas

3. Identify the spaces the Persona would use
   - Benching
   - Team Room
   - Focus Space
   - Cafe
   - Huddle Room
SUPPORTING PEOPLE’S WORK PRACTICES

CURRENT PRACTICES AND WORK PATTERNS

- SIT ALONE AND PREPARE WORK
- FACE-TO-FACE TO WORK TOGETHER AND RELATIONSHIP BUILD
- PITCHING AND PRESENTING THE IDEA

EVOLVING PRACTICES AND WORK PATTERNS

- SIT ALONE AND PREPARE WORK
- FACE-TO-FACE TO WORK TOGETHER AND RELATIONSHIP BUILD
- WORKSHOPPING AN IDEA TOGETHER USING DESIGN THINKING
- SITTING TOGETHER TO PREPARE WORK
- USING LEAN OR SCRUM ACTIVITIES TO RESOLVE IDEAS
- USING SERVICES LIKE GLOBALNET TO WORK COLLABORATIVE
PITCHING OUR PRODUCT (AKA CHANGE)

Door to door sales

PROJECT TEAM

STRATEGIC BUSINESS PARTNERS

BUSINESS UNIT CLIENT
**INFLUENCING THE RIGHT TECHNOLOGY**

**Mobility:** Seamless movement within the workplace (indoor / outdoor) with access to voice and data

**Collaboration:** Simultaneous access, co-creation, instantaneous data sharing, real time decision making

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<th>Mobility / Collaboration</th>
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**Key**

- **None**
- **Limited**
- **Full**
BUSINESS UNIT’S ROLE IN THE CHANGE

Lead Team
- Be the face of the change
- Lead by example
- Get involved and drive excitement
- Make final decisions

Change Champions
- Weigh in on parts of design
- Advise on the best way to support their people
- Share progress, drive actions and create positive mindset
- Share feedback

Associates
- Stay up to date on the project and share feedback
- Attend trainings, webinars, tours and other activities
- Follow the countdown emails and review resources
HANDLING OBJECTIONS & CLOSING THE SALE

Leadership Engagement

Resistance Management

Change Champion Involvement
WHAT SUCCESS LOOKS LIKE
Pre-renovation – Corporate Headquarters

Centralized Conference Room

Hierarchical Design

Internal Corridor

Typical Associate Pantry

Typical workspace
WHAT SUCCESS LOOKS LIKE

Post renovation – Corporate Headquarters

Bright Workstations

Huddle Room

Open Collaboration Space

Open Collaboration Space

New Technology

Work Café
WHAT SUCCESS LOOKS LIKE
Pre renovation – Technology Building

Typical workspace

Collaboration Space

Internal Corridor

Typical “Work Café”

Typical Associate Pantry
WHAT SUCCESS LOOKS LIKE
Post renovation – Technology Building
EVALUATING OUTCOMES

- Change Curve
- Polls
- Feedback Board
- Gaming
- Interviews
- Surveys
Leveraging global learnings continues to pay dividends and drive continual improvement.
KEY LEARNINGS

Establish a unified vision with strategic partners early

Encourage leaders and champions to be the face of the change

Scale your post occupancy support on size of the change

Establish a clear process for tracking and responding to feedback

Engage facilities team from concept to completion