

Uncover the inner story of your workspace

Every space tells a story. It's time to reveal those inside behaviors, to create cost-effective, exceptional, efficient real estate.





IT'S TIME TO UNRAVEL YOUR WORKSPACE'S INNER STORIES

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Reimagine your workspace to work smarter

The modern workspace is so much more than an office. While corporate real estate is shaped by budgets, foot traffic and efficiency; for staff returning to the office, it's a place to grow, collaborate, and be inspired.

Traditional working patterns have been replaced with a desire for flexibility, leaving you with two options: evolve spaces to suit their needs, or risk losing valuable talent to your competitors.

Employee's perspectives have shifted. So, as US tech organizations consider effective return to office (RTO), how can you maintain a productive, motivated workforce? The answer is to create that shift in corporate real estate, too; using data to reveal exactly how teams want and need to work today, then shaping the workspace to fit.

Employers who do so can offer a unique corporate workspace that teams not only enjoy being a part of, but that builds culture, improves competitiveness within the talent market – and importantly, offers an efficient, cost-effective use of real estate.

The data needed to create smarter, effective spaces already exists – it just needs to be captured. But with it, you can access a new level of insight into the stories that unfold within the workplace. You can better understand the working persona that each employee embodies, and what each and every worker needs in order to deliver their best work.

Ultimately, workplace intelligence informs decision-making, empowers real estate planning, and helps the workplace to work smarter, from the inside out.

It's time to uncover the inner stories unfolding within your workspace – and it all starts with your people.



Introducing your workplace protagonists:



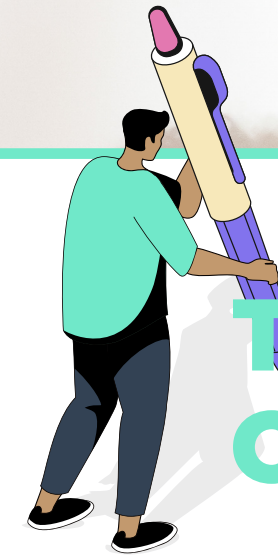
The Introvert

The Introvert typically likes to work in quiet settings. While they may benefit from occasional social interactions, they are most productive in an environment that allows them to focus, without distractions, and get the work done. They may need encouraging to engage more in social settings, and to collaborate with other workers.



The Collaborator

The Collaborator thrives in social settings. While they crave the flexibility that hybrid working has to offer, they need in-person interactions in order to feel included, valued and motivated. They want a workspace that allows them to bond with their colleagues, bounce ideas off one another, and learn from other employees to develop their skillsets and produce their best work.



The Creative

The Creative needs the best of both worlds in order to truly thrive. Space for collaboration and brainstorming with their team is critical. At the same time, however, they also need opportunities to focus, removed from distractions, and to be left alone with their thoughts. They want flexibility to nurture creative thinking and the curation of ideas.



CHAPTER ONE:

THE OPTIMIZATION STORY

Believe it or not, your workspace is your secret to competitive success – but only when used to its full potential. Working patterns have evolved, and so must your office real estate. But that doesn't just mean adopting a hybrid model. You need to create a workspace that adapts to each and every employee. And that starts with unraveling the working behaviors of your workforce.

It's about more than foot traffic and traditional 'people-counting' approaches. It's not a question of who's using the office, but how.

Corporate real estate is expensive – that's no secret. That's why, now more than ever, you need the peace of mind that your office investments are not only paying off, but actively benefiting your business, financially and otherwise.

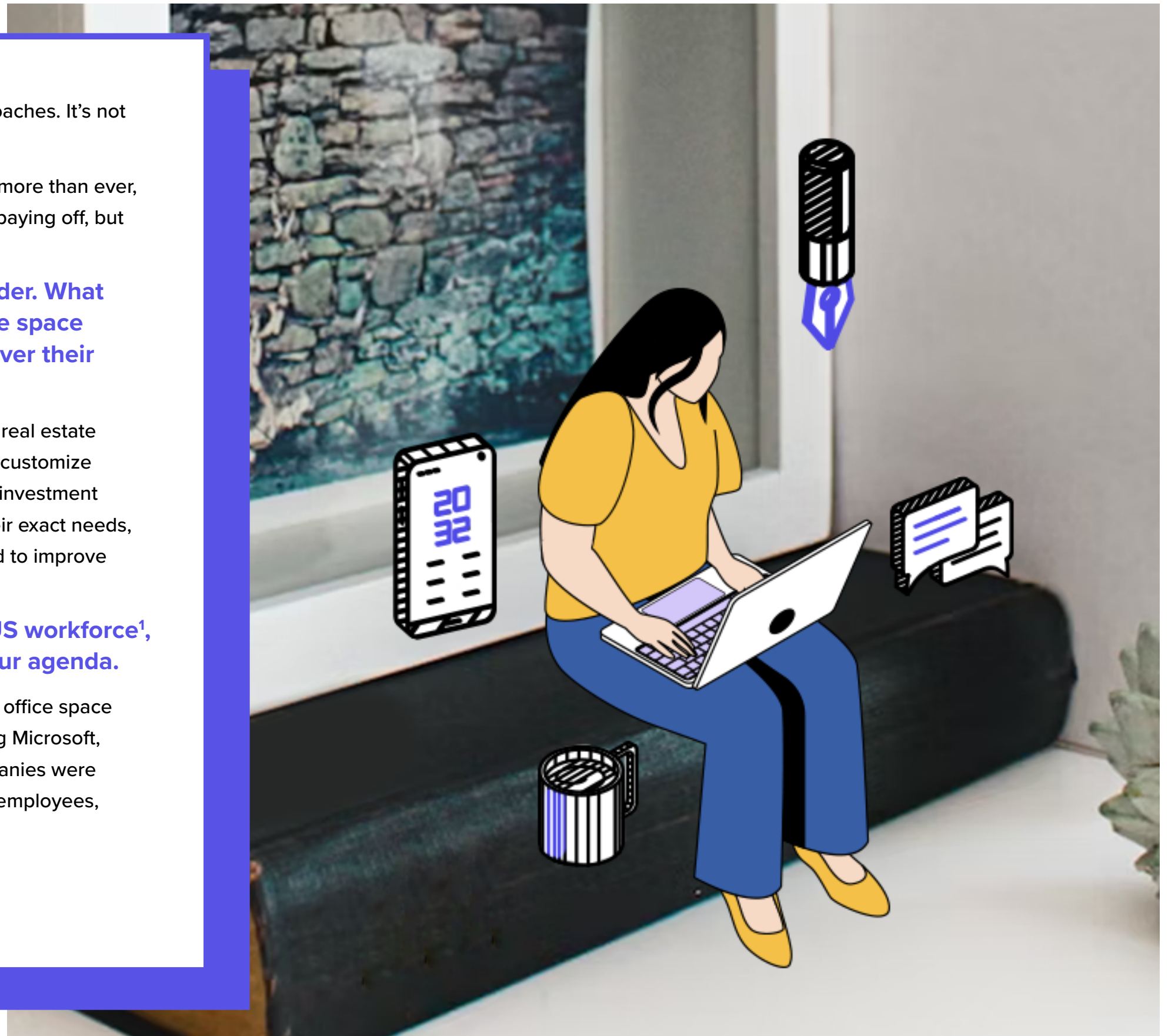
You need to help your workspace work smarter, not harder. What does that mean in practice? It means shaping your office space to inspire, motivate and engage your employees, whatever their working behavior.

Having the workplace intelligence to assess how employees use your real estate allows better-informed workspace planning, gives you the freedom to customize areas for enhanced productivity, and takes the guesswork out of your investment decisions. And for your teams, it means a workspace that caters to their exact needs, allowing them to be productive, collaborate with other employees, and to improve their overall experience within your organization.

And when 'quiet quitters' make up at least 50% of the US workforce¹, keeping your teams engaged should be at the top of your agenda.

InnerSpace has already helped leading tech companies optimize their office space for better efficiency, productivity and employee satisfaction – including Microsoft, Indeed and Intuit. With real-time data on space utilization, these companies were able to craft an office experience that better meets the needs of their employees, and adapt their spaces to the unique requirements of every team.

1. <https://www.gallup.com/workplace/398306/quiet-quitting-real.aspx>





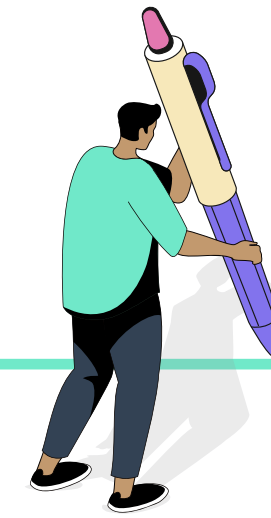
What does this look like for The Introvert?

“I need an office that gives me the freedom to work in a way that best accommodates my preferred way of working. I don’t want to be isolated, but sometimes I need to work in a quiet, secluded area that allows me to concentrate, free of distractions.”



What does this look like for The Collaborator?

“I need plenty of space to network and collaborate with my peers. I love the flexibility of hybrid working, but I come into the office to connect with my colleagues in a way that virtual meetings just don’t allow for. A workplace with lots of open space and a lively atmosphere is where I feel most at home.”



What does this look like for The Creative?

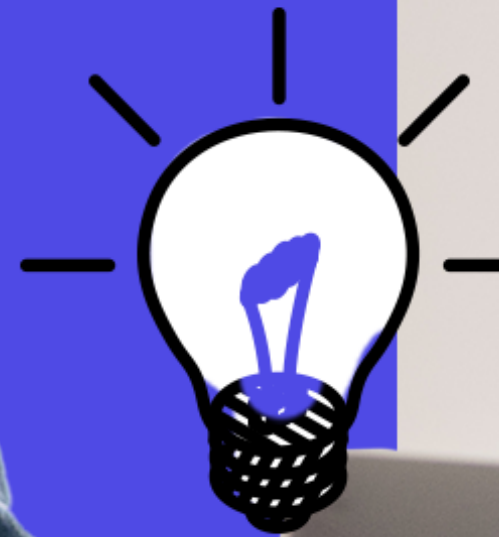
“I need a workspace that offers room to brainstorm, bounce ideas around, and inspire my creativity. But I also need somewhere I can retreat to when I need to really focus on building out my creative vision. An office that provides that level of versatility allows me to really hone my creative skills.”

CHAPTER TWO:

THE PEOPLE STORY

The success of your organization hinges on your people. Your culture, your productivity levels, your reputation, and your ability to attract new talent – it all comes down to employee satisfaction, and equipping your people with everything they need to do what they do best.

But, your employees' values have shifted. Now, quality of life and wellbeing have become the top priorities for office workers, above salary. Inflexibility, and workspaces that don't match their needs, are now major factors influencing people to leave their jobs.





Getting it right is a balancing act – your employees need a workspace that encourages flexibility, but also helps them feel connected. To attract and retain top talent, your employees need to come into the office not only because they need to, to do work that can't be done elsewhere – but because they want to, and have access to spaces that suit them.

That's where workplace intelligence comes in.

A workspace that your employees gravitate towards is one that is customized to their unique ways of working. It boasts built-in functionality, seamless usability, and greater opportunities for social connection. And perhaps most importantly, it ensures a productive, engaging environment where your staff can produce their best work, leading to a competitive advantage for your organization.

However, when 44% of office workers do not consider their office to be 'smart'², it's clear that change is needed.

Your workspace planning should be fueled by data and insights, allowing you to use your corporate real estate in a way that not only maximizes return on investment, but also gives you a competitive edge.

InnerSpace's industry-leading accuracy and user-friendly dashboards provide unrivaled workplace intelligence, allowing you to know exactly – not guess – how employees are using your office space. With rich, insightful metrics, you can be better placed to build spaces that enrich the office experience, and that your employees want to be a part of.

2. <https://www.dacbeachcroft.com/media/1624609/proptech-the-office.pdf>



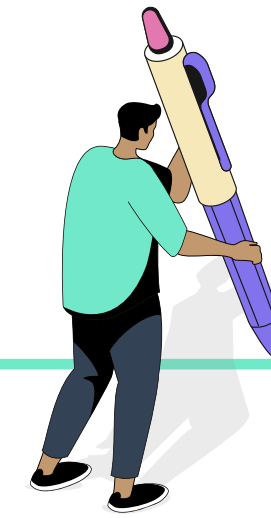
What does this look like for The Introvert?

“Hybrid working has been revolutionary for the way I work, allowing me to focus without distractions. In order for me to spend more time in the office, I need a space that still caters to those needs, and allows me to have quiet time where I can really concentrate and be productive.”



What does this look like for The Collaborator?

“Virtual meetings just don’t offer the same opportunities for me to collaborate with my peers. I like to spend as much time in the office as possible, but I need to know that my peers will also be there regularly in order for me to get the most out of the workspace.”



What does this look like for The Creative?

“I love the freedom that hybrid working has given me, but I don’t always find it easy to think creatively and out-of-the-box in a dull, unengaging office. I need somewhere that is lively and inspires creativity, with an atmosphere that is bold and fun.”

CHAPTER THREE:

THE EFFICIENCY STORY

With corporate real estate costs skyrocketing, it's important to know you're getting the most out of your investments. And in the face of an increasingly competitive talent market, rapid decision-making and workspace planning are essential to ensure you don't fall behind.

63% of high-growth companies have already rolled out flexible hybrid policies for their teams³ – and it's safe to assume this will only increase in the coming years. Traditional working patterns are being replaced with flexible working that gives employees the freedom to work in a way that best suits their needs.

3. https://stats.oecd.org/Index.aspx?DataSetCode=PRICES_CPI#

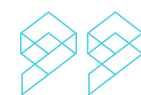
So, how can you ensure you stay ahead of the curve and continue to attract top talent during a time of significant change? That's right – it all comes back to the data!

Going in blind when it comes to your workspace planning and real estate decisions will only end in disaster.

Leasing costs are often the second-highest expense after salaries, and poor planning can tie up valuable resources for years. This is a situation no employer wants to be in.

Yet, faced with pressure to deliver immediately actionable solutions, drive meaningful rapid change, and stem rising costs – you have neither the time nor resource for hardware-intensive, costly, time-consuming workplace intelligence platforms. You need a rapid solution that elevates efficiency and delivers results, fast.

InnerSpace's platform puts efficiency front and center, involving little to no hardware installation, and bypassing the high cost of sensor-based systems by using existing Wi-Fi infrastructure. Set up within 24 hours, our office space planning tool is cost-effective, accurate, and can help improve workspace utilization with almost immediate effect.



“We’ve never lived in a time where things have evolved as quickly as they’re evolving now, and we will never again live in a time where they evolve as slowly. So things just keep changing. And I think what we have to help our clients do is understand the days of one and done. And then you let your space sit for ten years and then you revisit it in ten years is a recipe for failure. We really need to create spaces that we can reassess, adjust and be agile and responsive. Otherwise your space becomes a weight. And that’s not what we want.” – Kay Sargent, Director of Workplace, HOK



REAL SPACE STORIES

USING WORKPLACE INTELLIGENCE TO UNCOVER EMPLOYEE BEHAVIOR

The challenge

In the aftermath of the pandemic, our client was looking to redesign their main corporate hub to suit the needs of employees today and in the future. But first, they needed to understand how teams were using the office in this new working world. They sought quantitative insights into those behaviors in order to redesign their headquarters into one that purposefully met the needs of their staff.

The solution

Using the existing Wi-Fi network and inTELLO, our data visualization and analytics portal, the company was able to pull custom reports that captured insights into traffic data, space utilization, and frequency of office visits.

This three-month population study ran from February to April 2022 across 315 office zones. Our technology studied the tendencies of 1,420 people in 34 different teams, while respecting personal data privacy.

We grouped the information into four key elements to help tell the story of the workspace: general employee personas, office traffic, team behaviors, and space and zone type.

The results

Through this analysis, our client was able to discern how, where and when their employees preferred to work, influencing future strategic decisions on how to optimize their space. Our findings included:

- ✓ Employees preferred lounges and informal meeting areas.
- ✓ The rate of employees returning on-site spiked during the course of the study, representing a surefire return to the office.
- ✓ Employees showed they value a hybrid work model, as they tended to be in-office 2 days a week. When they are on site, most work full days and maximize their time.
- ✓ Resource needs are not one-size-fits-all for every office worker. They vary with workstyles and between those who are more mobile in the office, and those who tend to stay in certain zones.
- ✓ Staff actively used the different space resources, meaning providing areas for collaboration, focus and rejuvenation is individually important.

With InnerSpace's insights, our client can now take action on real estate, and design a workspace that enthuses, inspires, and motivates their workers for maximum productivity and employee satisfaction.

IT'S TIME TO REVEAL YOUR WORKSPACE STORY

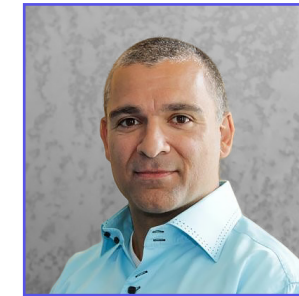
Now it's your turn – your own workspace story is only just beginning!

Explore the next chapter of your story, with a free 1:1 workshop with our workspace intelligence experts. Over the course of 60 minutes, you'll have the opportunity to explore:

- + Current workspace trends and challenges for the US tech sector
- + How workplace intelligence can help maximize real estate investment and optimize for an exceptional employee experience
- + Your unique workspace planning goals, challenges and opportunities
- + A real-life example of how a similar organization transformed productivity, efficiency and employee satisfaction with InnerSpace's workplace intelligence platform

Following the session, you'll receive your very own roadmap to workspace planning success, with detailed recommendations to help guide you on your workplace intelligence journey.

Ready to discover your workspace happily-ever-after? Get in contact with our team to book your workshop today!



Shyam Kakaria
VP Business Development &
Strategic Alliances



James Wu
CEO & Co-Founder



Matt MacGillvary
Co-Founder, R&D



Joe Draganic
Global Manager, Strategic Alliance