

Operating with Confidence

How to Meet the Needs of An Evolving Workplace

COVID-19 has caused an upheaval in how we think about the employee experience in three main areas that will last far beyond the end of the pandemic

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Spaces

Employees:

- **Where we work is no longer a binary between office and home.** Instead, workspaces should be defined by work activity, environment, technology, and safety.
- **There needs to be value in traveling to the office** and going through high risk “chokepoints” for exposure like trains, elevators, etc.

Employers:

- **Employers will need to demonstrate preparedness** and cleanliness and should consider a holistic approach to the office experience.
- **The need to utilize “third spaces”** like coffee shops, co-working spaces, and the outdoors will grow and can help facilitate employee wellbeing and productivity.

Culture

Employees:

- **Employees want to re-engage and socialize** so they seek virtual experiences to stay invested in company culture.
- **Optimal working conditions are so individualized,** and the new office experience should reflect that tailored approach.

Employers:

- **Communication is critical** to ensure employees are engaged and well-cared for; office services and perks should extend virtually.
- With a remote workforce, **employers must use technology to support and enable culture and engagement.** The company identity is not the building, it’s the people.

Productivity

Employees:

- **Work is taking over our entire day** without the landmarks of office life and the absence of social obligations.
- **Maintaining current productivity levels will not be sustainable** as the outside world reopens.

Employers:

- **Leadership needs to be trained** to assist employees in navigating concerns like technology and childcare.
- **Managers must learn to trust employee productivity** and measure based on outcomes.

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“We’re expecting to see the ‘in between’ spaces explode.”

Doug Lowrie
Workplace Experience Director



“Virtually there needs to be new ways to have rich cultural experiences.”

Gervais Tompkin
Principal

Gensler

“Partnership is the new leadership.”

Karen Quintana
Vice President,
Digital Product Lead



“In this environment it is more critical than ever to maintain quality and frequent communication with employees.”

Richard Entrup
Managing Director,
Enterprise Innovation and 5G Solutions

verizon

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