



A Reset on Return to the Office

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Office occupancy rates are still drastically low





Home

Customized



Full of Friction

Corporate Office

Why go to the office?

Departmental Meetings

Trainings and Further Education

Introduction Meetings with Clients
and Vendors

Regular Project Meetings

Executive / Board Meetings

Collaborative Sessions



“we’ve gone from the amenity war,
to an experience war”
- Jacob Bates, JLL



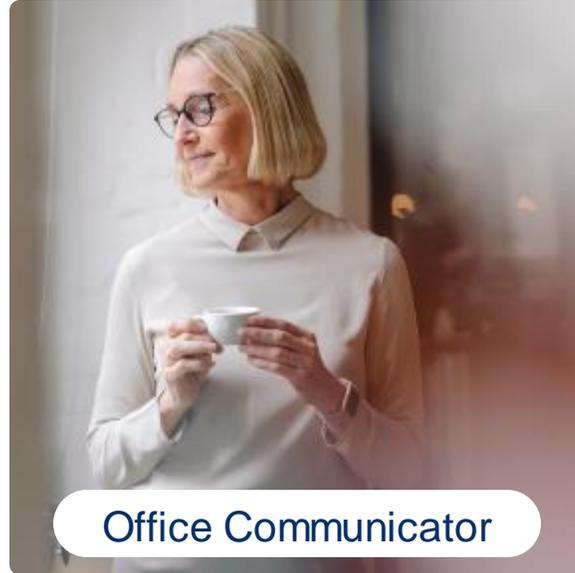
You have to
earn the commute



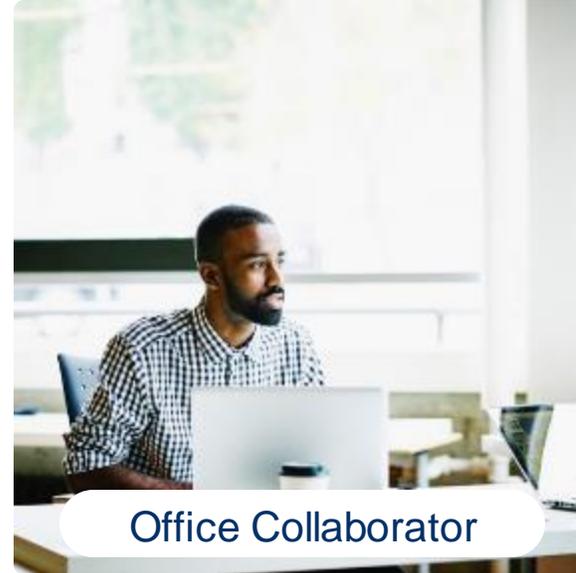
Understanding employees



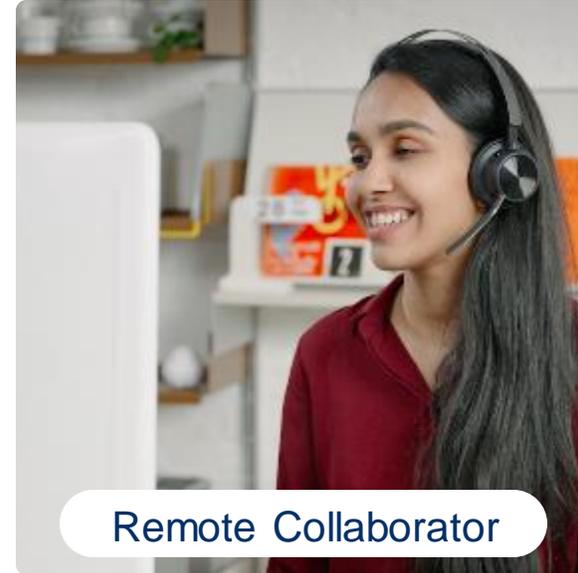
Workstyles



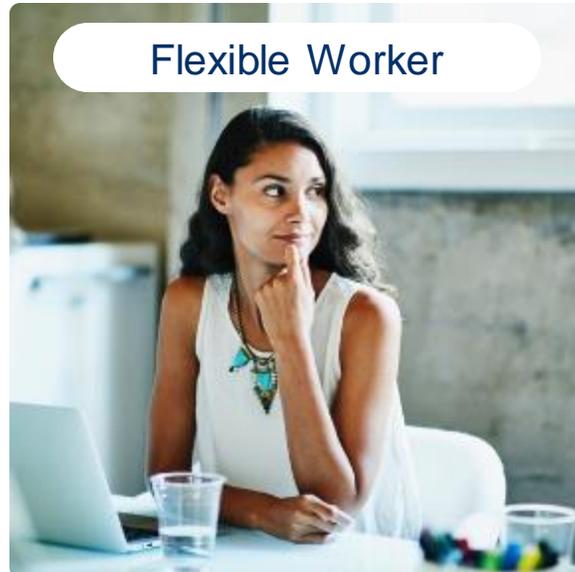
Office Communicator



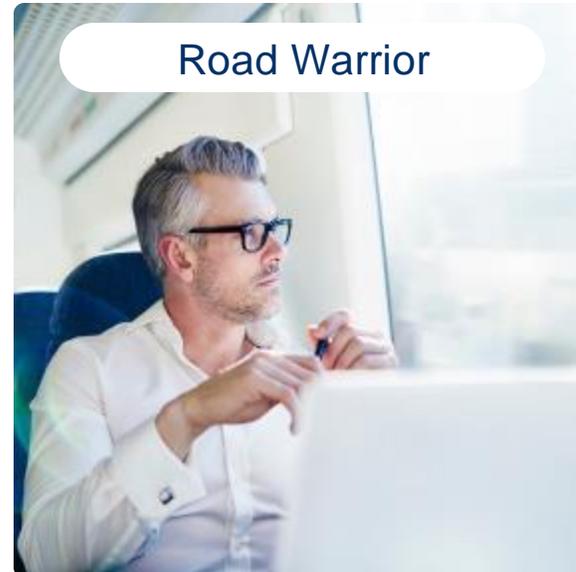
Office Collaborator



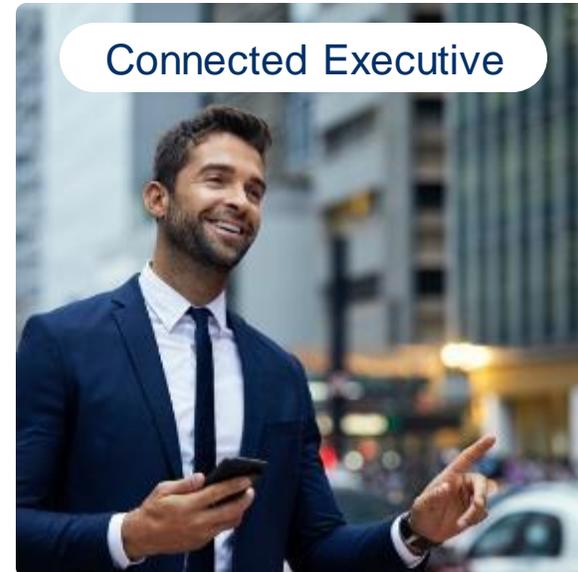
Remote Collaborator



Flexible Worker



Road Warrior



Connected Executive

Workstyles Pre-Covid



13%

Office Communicator

Location: Office

Comms Needs

Desk phone,
Emails & in-person

Headset usage 33%
Video usage 5%



27%

Office Collaborator

Location: Office

Comms Needs

PC, Emails,
IM & video

Headset usage 67%
Video usage 46%



15%

Remote Collaborator

Location: Home

Comms Needs

PC, Mobile,
IM & video

Headset usage 75%
Video usage 51%



20%

Flexible Worker

Location: Multiple

Comms Needs

Mobile, PC,
IM, email

Headset Usage 73%
Video usage 47%



5%

Road Warrior

Location: On-the-go

Comms Needs

Mobile is lifeline
Connects to: PC, car

Headset usage 62%
Video usage 32%



12%

Connected Executive

Location: Multiple

Comms Needs

Mobile/tablet, PC
Calls, text IM & in-person

Headset usage 81%
Video usage 79%

48%

Office Based*

40%

Flex/Remote Based

12%

Executives

Combined, these represent 92% of the workstyles in a typical enterprise

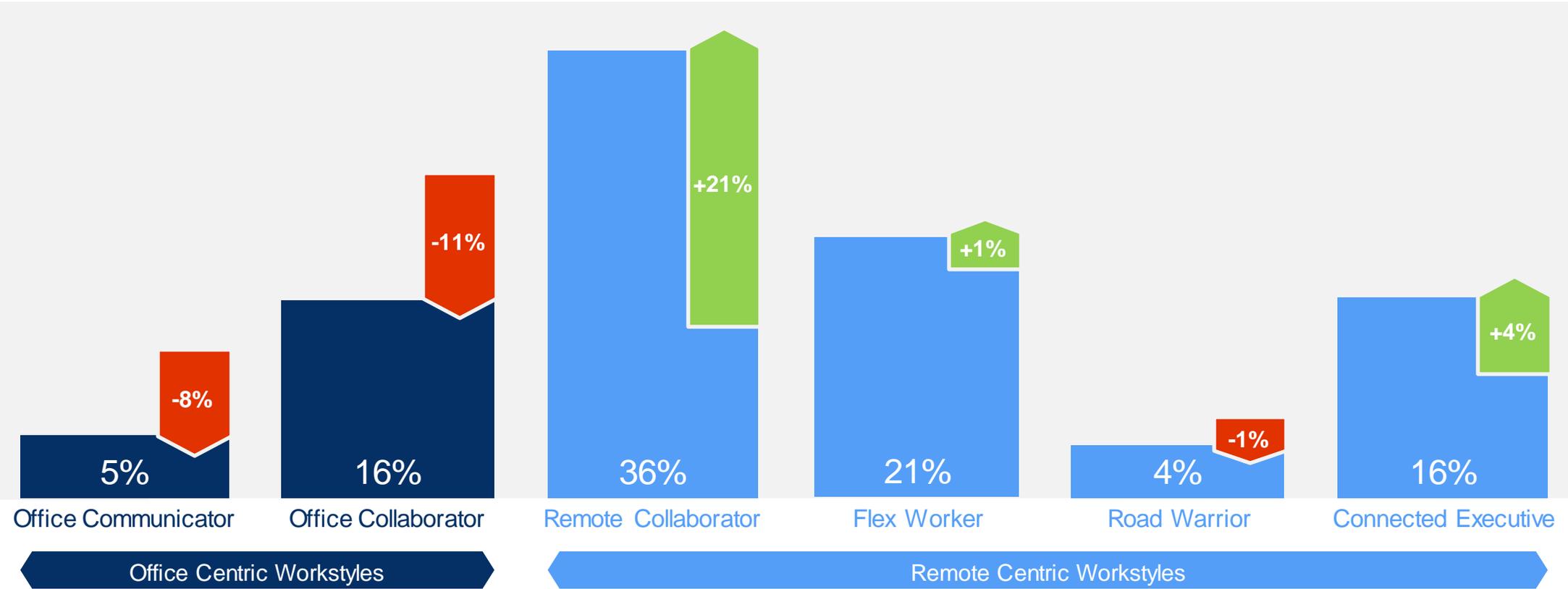
Higher or lower vs. other personas

*Does not include office independent person 8%

SOURCE: Factworks: Poly Global Segmentation Research, 2021



Workstyles now: purpose of the office is changing



26% increase in Remote Centric Workstyles from pre-covid to today

Different workstyles have specific needs

Office Communicator



27%
In Collaborative
Spaces

73%
At Desk

TIMESPENT IN OFFICE



WORK LOCATIONS

1.3

DEVICES USED

3.5

VS

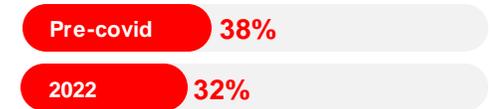
Connected Executive



59%
In Collaborative
Spaces

41%
At Desk

TIMESPENT IN OFFICE



WORK LOCATIONS

3.7

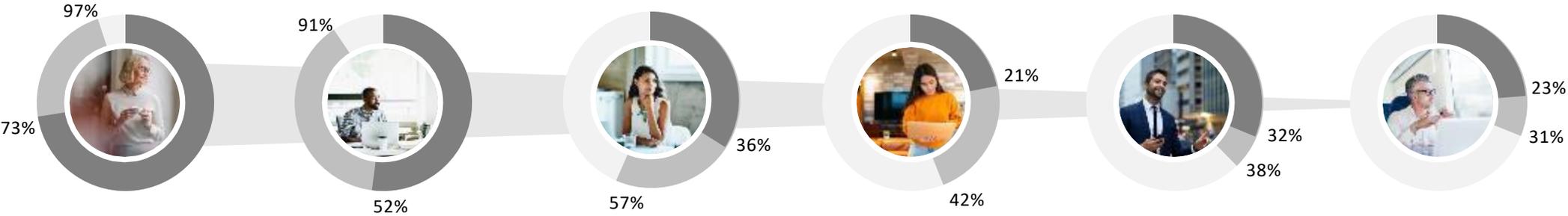
DEVICES USED

5.8

Workstyles use the office differently

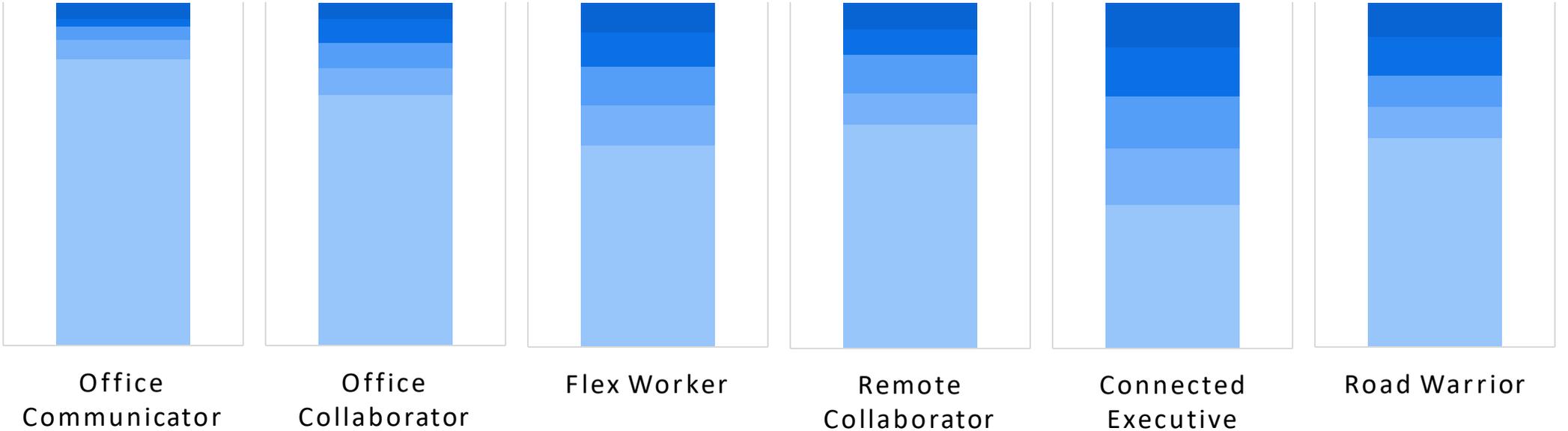
Time Spent In Office

- Pre Covid
- 2022



Where Time Is Spent In Office

- Large
- Medium
- Small/Huddle
- Focus
- Desk



Office-centric Workstyles Spend More Time In The Office And At Their Desk
 Remote-centric Workstyles Spend More Time In Spaces Where They Can Connect And Collaborate

Workstyles can drive a hybrid work strategy

Office:

Assigned / Private



Assigned / Open



Conference Rooms



Home:

Dedicated



Shared



Unassigned Private



Unassigned Open



Public Spaces



Third Space:



Travel / Client:

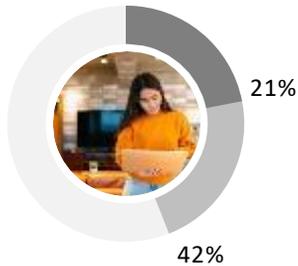
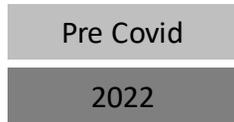


Designing experiences by workstyle

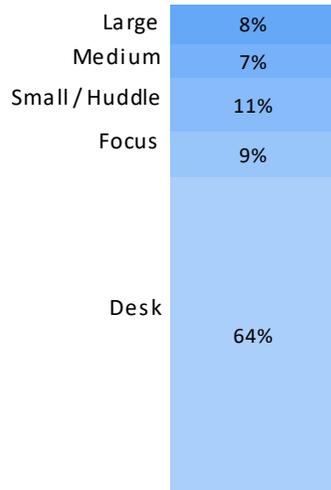
Understanding unique needs creates the best experience across locations

Remote Collaborator

Time Spent In Office



Where time is spent in office



Home Office

Dedicated Home Office

Expected Equipment From Employer



Office Workspace

40% Assigned cube in open space,
37% Private office

Expected Equipment From Employer



Activities and Spaces

Top 3 Activities in the Office

Department Meetings

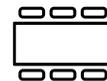
Top Space For Activity



Trainings / Education



Collaboration Sessions



Top Productivity Features

- + Digital Whiteboard and ability to annotate Content
 - Easy to use controls for room features
- + Camera show the best of everyone in the room
- Conference phone for audio-only meetings
- Connect Laptop to use room equipment for calls
- + Technology blocking distracting Sounds
- Digital whiteboard and ability to annotate content
- Camera show the best of everyone in the room
- + Easy to use controls for room features

Features that were identified by respondents to make them "much more" productive v. somewhat or no additional productivity

+ = Much More Productive



Identify your employee's workstyle

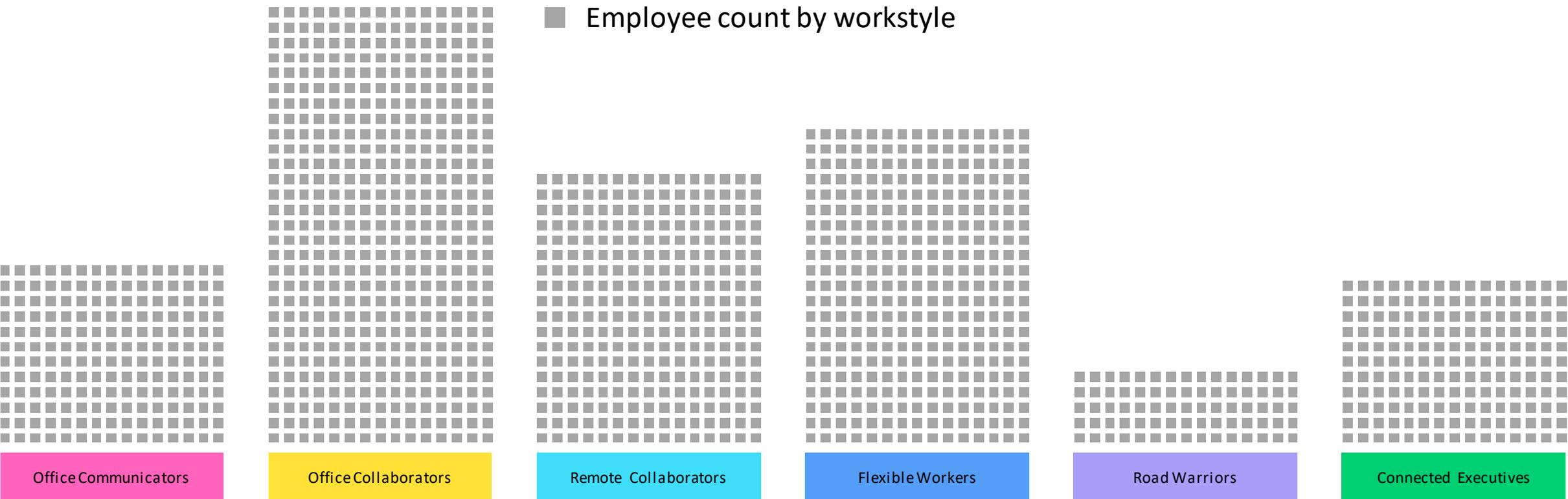


WorkstyleSurvey

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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

You match the **FLEXIBLE WORKER** workstyle

Understand workstyles across your company



Deliver solutions by workstyle & space

WORKSTYLES



Office Communicator



Office Collaborator



Remote Collaborator



Flexible Worker



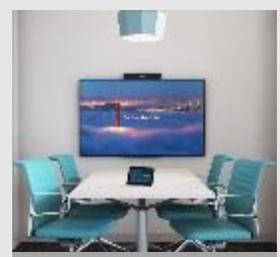
Road Warrior



Connected Executive



SPACES



Huddle / Small



Medium



Large



NEXT STEPS

LEARN MORE ABOUT OUR WORKSTYLE SURVEY TOOL

Understand your workstyle distribution

Identify key needs & behaviors

Define technology solutions to support needs across workstyles and spaces



THANK YOU

