

DID YOU KNOW?

Tactics to Help Elevate Workspace Strategy Over Policy

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Re-thinking the use of your workspace, but unsure of the difference between and value of strategy over policy? Below are a few places to start.

SHIFT YOUR USE OF SPACE TO ADAPT TO THE DYNAMIC SHIFTS OF BUSINESS.

Workplace strategy is a flexible approach that focuses on the workplace as an experience. Stand-alone policies developed in response to dynamic shifts can sometimes stifle that experience. Workplace strategy must align with the ever-evolving elements of the office beyond any single event, like a pandemic.

ADAPT THE CLIMATE OF YOUR WORKPLACE TO RECOGNIZE IT AS AN EXPERIENCE.

The workplace is an ecosystem that takes on many roles and shapes depending on the people engaging with it. The options, infrastructure, location, tools, and technology all need to work together to provide success. How people experience the workplace matters. Workplace strategy must respond to those needs and adapt the “climate” to the changing ecosystem.

PLAN. BUT MAKE SURE YOUR PLAN IS BUILT TO ADAPT.

Just as a business strategy must evolve without losing focus on goals, a workplace strategy should respond to challenges and opportunities. A strong workplace strategy focuses on location and business strategy to accelerate growth across all functions. It also identifies cross-business synergies and geographic value opportunities to enable functions needed for growth while focusing on long-term planning.

BUILD A WORKPLACE STRATEGY THAT UNLOCKS PEOPLE'S POTENTIAL, RATHER THAN DEFINING IT FOR THEM.

When your strategy centers around trust, you offer the opportunity to achieve. The workplace must reflect different employee work profiles/preferences to empower people to perform at their best. A culture of trust gives employees the flexibility to define their own best workstyle and equips individuals for success.

CREATE POLICIES THAT ADAPT TO INEVITABLE CHANGE.

Having a system that allows people to understand expectations and adapt to company culture is important. Think of policies more as guidelines than rules, just as we think of the workplace as a fluid environment made useful only by the people engaged. Set policies that are nimble, adaptable, and rooted in the needs of your people.

TRANSFORM THE UNKNOWN INTO OPPORTUNITY.

We are facing a great deal of uncertainty, but uncertainty is just unrealized opportunity. Many unknowns exist about the future of the workplace, but we cannot allow those unknowns to impede thinking beyond return-to-work policies that focus on days per week people will be required to be in the office. We must instead unleash the potential of a real workplace strategy.