

A GUIDE TO WORKPLACE STRATEGY

Beyond the desk

A practical guide
to creating
workplaces that
work better for
people, culture
and business



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DESIGN
PARTNERSHIP

Introduction

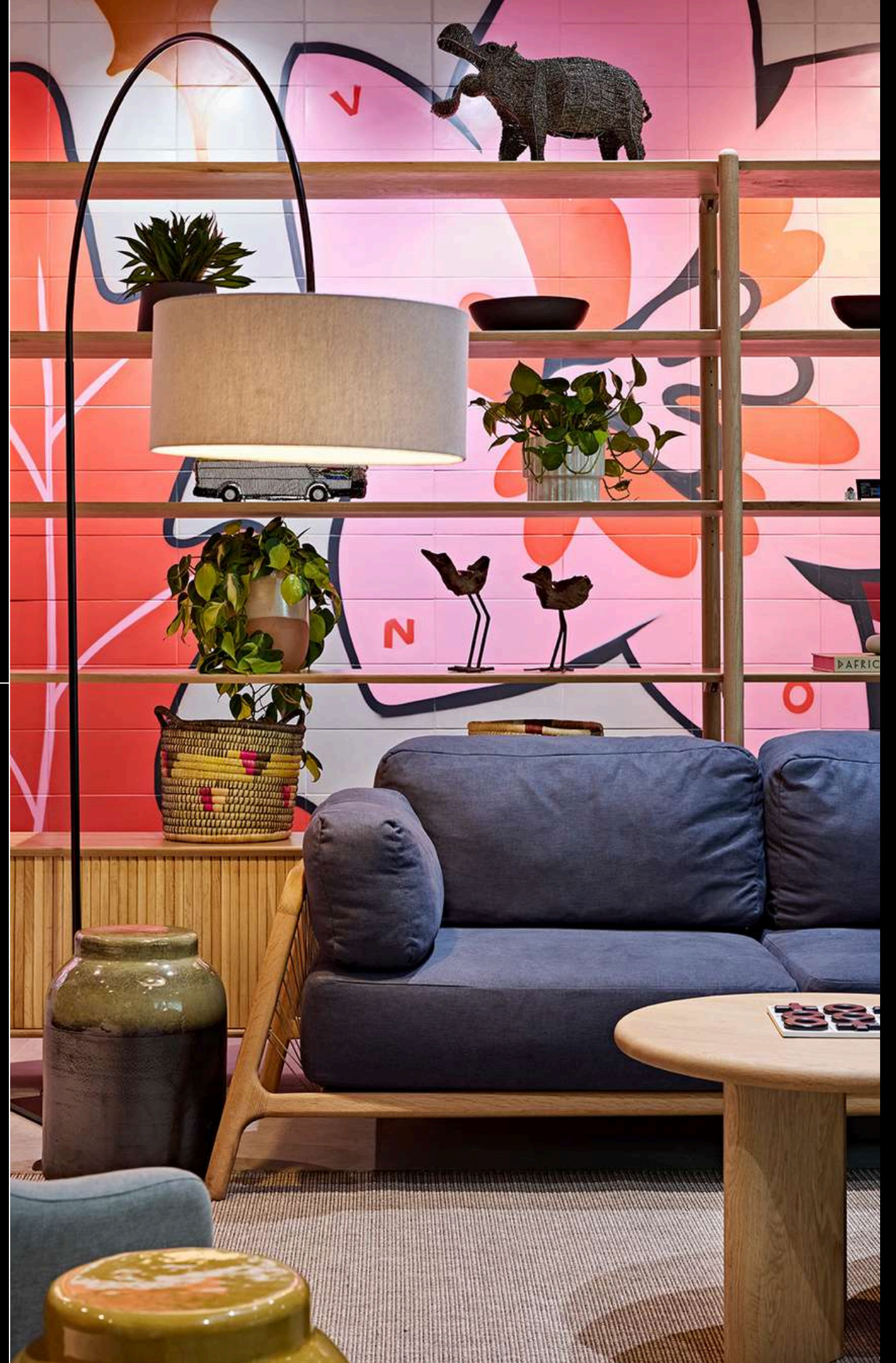
In today's fast-paced business world, companies must align their workplace environments with their evolving objectives and workforce needs. A well-executed workplace strategy isn't just about space planning—it's about creating an environment that fosters productivity, collaboration, and employee satisfaction.

Through our experience, we've seen firsthand how a thoughtful workplace strategy drives success, ensuring that office spaces are not only functional but also a reflection of company culture and vision.

What is Workplace Strategy

A workplace strategy serves as a blueprint for aligning physical and digital work environments with an organization's goals. By analyzing data from employee surveys—both online and in person—businesses gain insights into how their teams use the space. This empowers leaders to make informed decisions that shape their workplaces for maximum efficiency, satisfaction, and adaptability.

With the right strategy in place, companies can navigate the complexities of the modern workplace, leveraging technology and innovation to create environments where people thrive.



Without a strategic approach, businesses risk overlooking critical employee needs, leading to inefficiencies, project delays, and increased costs. A proactive workplace strategy prevents these issues, setting the foundation for success.

Why is it important?



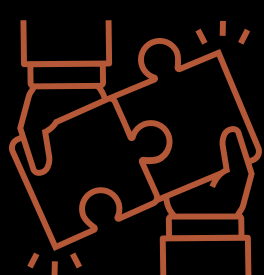
INCREASED PRODUCTIVITY

Optimised spaces help employees focus, collaborate, and deliver their best work every day.



INCREASED ENGAGEMENT

Thoughtful environments make people feel valued and motivated to contribute.



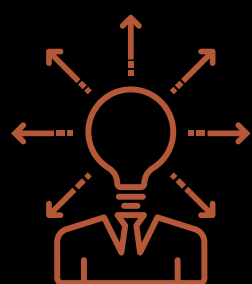
IMPROVED COLLABORATION

Purpose-built zones bring teams together and spark creative problem-solving.



REDUCED COSTS

Smart space utilisation eliminates waste and maximises return on real estate.



BETTER STAFF RETENTION

A workplace people love keeps top talent loyal and reduces recruitment costs

How does it work?

1

STEP 1 DISCOVERY WORKSHOPS

One on one interviews with decision makers. Anonymous Online Employee Surveys. Look & Feel Workshops to align expectation and aspirations.

2

STEP 2 NEEDS ANALYSIS

Current Space Physical & Spatial Analysis. Local & Global Trends. Unpacking Typologies & Best Practice.

3

STEP 3 DESIGN ENGAGEMENT

Consolidate outcome of each step. Present findings to client.

4

STEP 4 SPACE CALCULATION

Generate space calculation that becomes the design brief.

5

STEP 5 TEST FIT LAYOUTS

Generate Test Fit Layouts. Iterate to generate complete space plan.

Design Pillars

We use our key design pillars to shape spaces that respond to the diverse needs of people and the way they work. We strive to enhance efficiency, wellbeing and employee satisfaction - delivering workplaces that remain relevant for the long term.

01. Neurodiversity

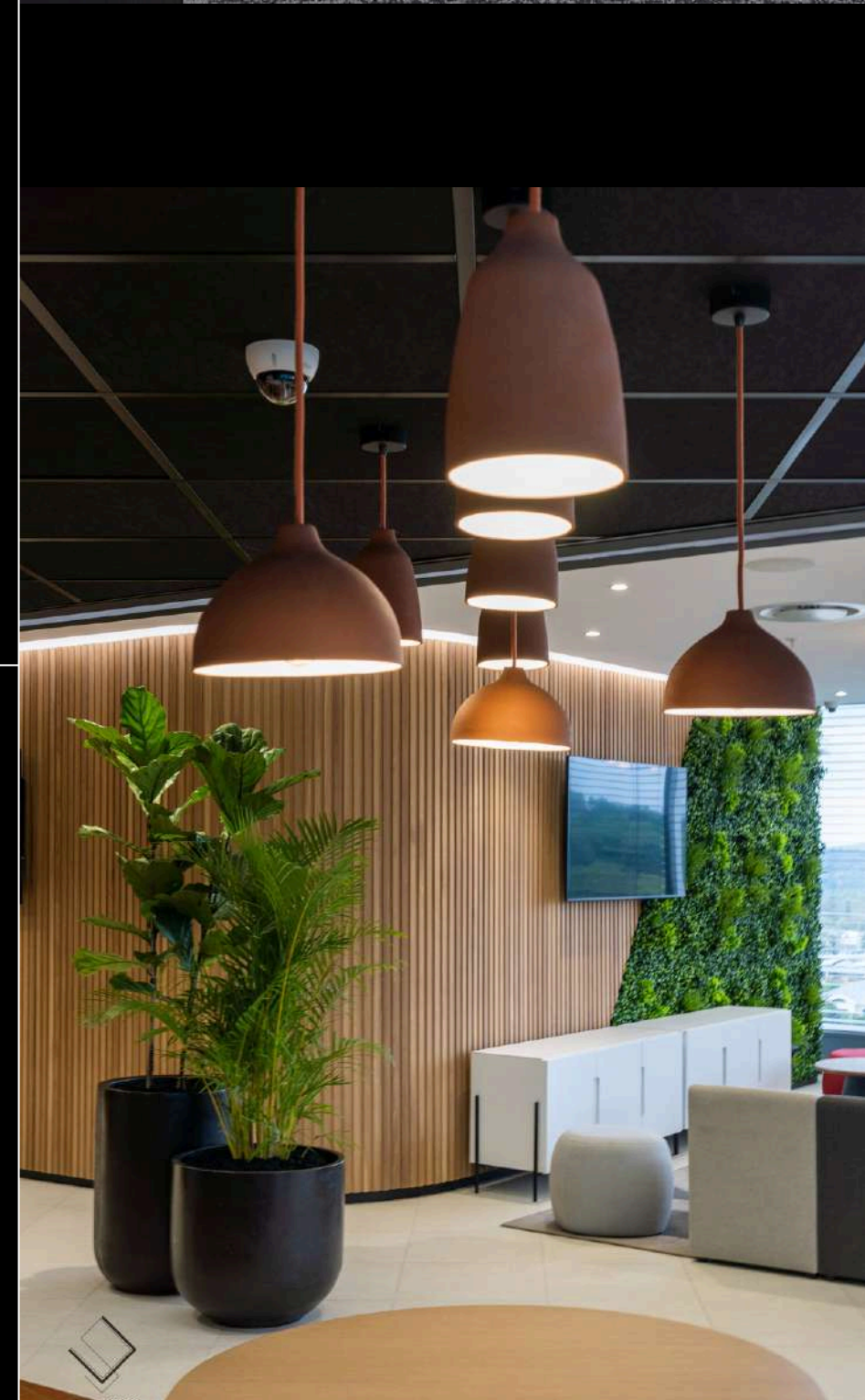
Specialised quiet focus zones, structured collaboration nodes and low-stimulus rooms to support diverse cognitive preferences and workflows.

02. Biophilic Light

Curated dynamic light cycles, oxygenating plant features and organic materials.

03. Hospitality Led

Moving from institutional cold plastic to tactile textiles, handcrafted wood detailing and spaces that feel premium, welcoming and inspiring.



GET IN TOUCH

A future-ready workplace isn't just about aesthetics - it's a strategic investment that empowers employees, enhances collaboration, and drives business success.

By aligning your workspace with your people and goals, you create an environment where innovation thrives. Are you ready to transform your workplace? Let's start the conversation.

BOOK YOUR DISCOVERY
SESSION

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DON'T JUST MOVE.
MOVE YOUR CULTURE.

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