



5 Disruptive Office Design Trends For The Modern Workplace



Business owners and directors everywhere have already reviewed costs, technology and staff incentives as a means to better their business performance. However, very few are harnessing the potential contribution of workplace design to their workplace strategy and bottom line. As the focus inevitably shifts to new areas to excel in, we predict decision makers will turn their attention towards the opportunities that are available through improved workplace dynamics. For those businesses that are truly exploring how to create a workplace of the future these Top 5 Design Trends should come into play.

Design Trends As You Know Them Are Dead



Bright colours, neutrals, stripped back beams, polished concrete and marble receptions... In this instance, it's these trends of workplace design that we are referring to. They've all served their time as the "next big thing", but each might be quickly discarded when the next 'fashion' arrives. Why? Because their actual impact on performance is minimal. Aesthetically pleasing workplace designs are now considered "a given". Instead, designers' focus is shifting to high levels of personalisation. Rather than relying on seasonal colours or trendy furniture selections to carry a design, organisations now expect that designers will deeply involve themselves in capturing and understanding the DNA of the organisation. Then, starting with a blank canvas, design a workplace that translates their workstyles, strategies, business needs, culture and core values into a physical setting, regardless of the "trends" at the time.

Workplace Design Will Become More Evidence Based



Air quality, natural light, thermal comfort, acoustics and ergonomics all have the ability to enhance productivity, increase employee satisfaction and reduce absenteeism. Employees welcome the ability to be able to seek out quiet places to manage more complex thinking or to dress comfortably, regardless of the season. As mismanagement of the workplace environment can lead to a variance in employee performance by as much as 30%, workplace design will no longer consist purely of space planning and colour selection.

Share based Economy = Share Based Workplace



Co-working spaces are popping up all over the globe and their success is on the rise ⁴. Largely used by entrepreneurs, start-up companies and freelancers, their attributes may seem to be irrelevant to organisations which remain in more traditional working environments. Yet, co-working spaces have had success in creating collaborative environments and unique user experiences that big business has not. Some corporations with excess space are already taking this one step further, inviting complimentary or smaller organisations to use the space, creating a mini co-working space to stimulate fresh thinking, and as a bonus managing the cost of excess floor space.

Immediate Flexibility for Business Agility



Increased space flexibility is not only crucial to employee satisfaction and productivity but to organisational strategy and agility. Rental space is at a premium and managers know the importance of flexible staffing and furniture in managing time critical events, including changes in strategy, staffing levels and business units. Office design will no longer focus on one final outcome, but on managing the possibility of several different outcomes.

Workplace Design Will Support Brand & Culture



Branding has the power to create a consistent theme, attract and retain loyal customers and generate particular feelings and emotions towards a brand. Curiously, whilst much evidence exists for positive outcomes when directed at external customers, less emphasis has been spent directing similar efforts towards employees in fostering workplace culture and brand loyalty.



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