

# Does Design Drive Culture and Productivity?

Jerome Chang, Blankspaces  
Todd Runkle, Gensler



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## Speakers



Jerome Chang  
Owner/Architect  
Blankspaces



Todd Runkle  
Principal/Managing Director  
Gensler



# Key take-aways

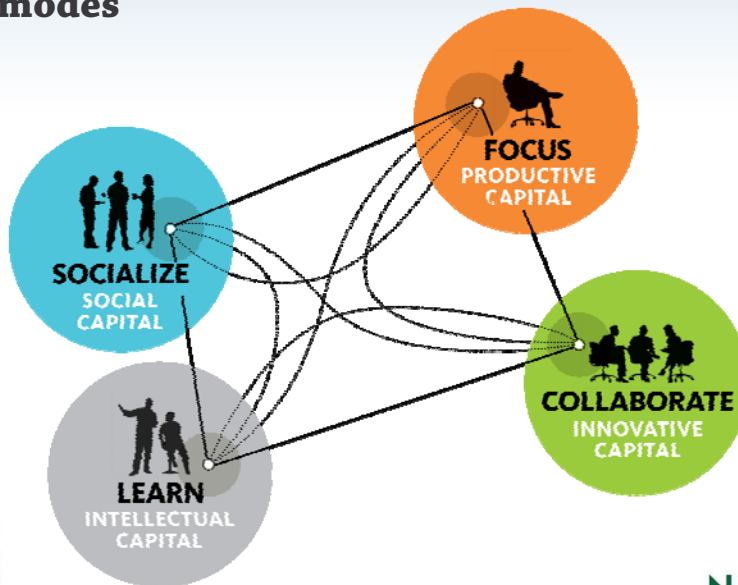
What drives a strong culture?  
Is design a factor in productivity?

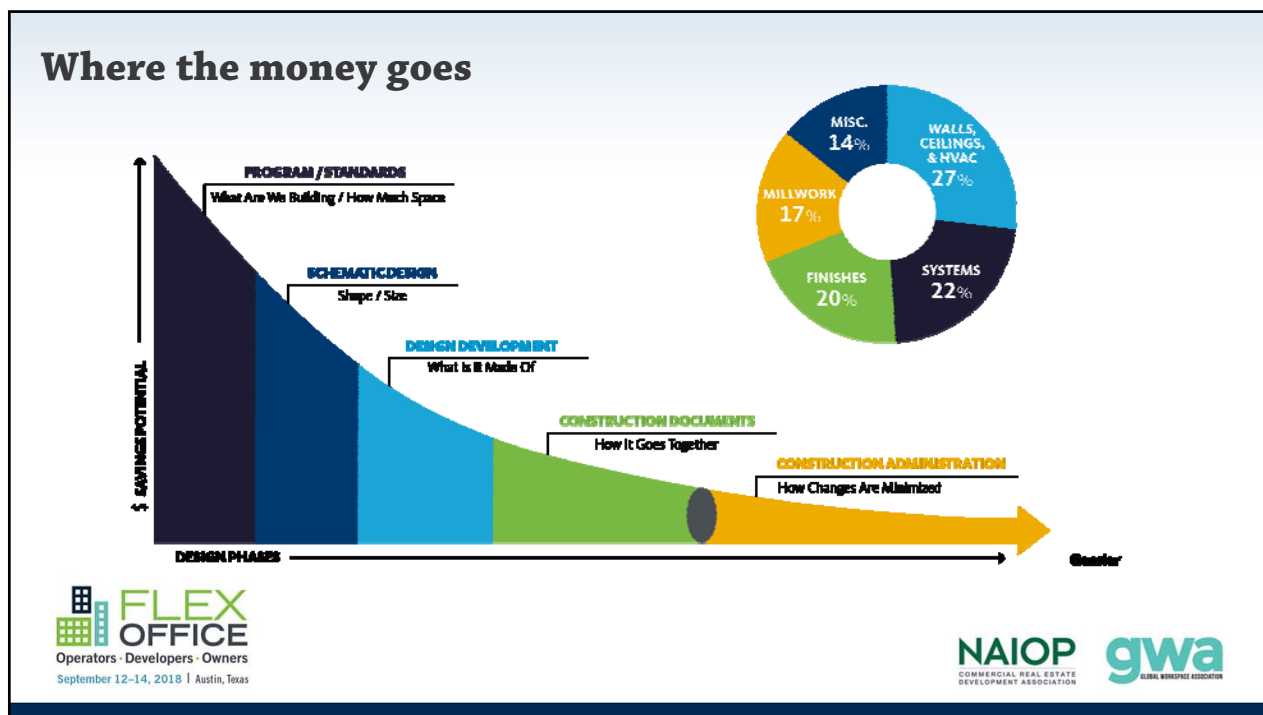
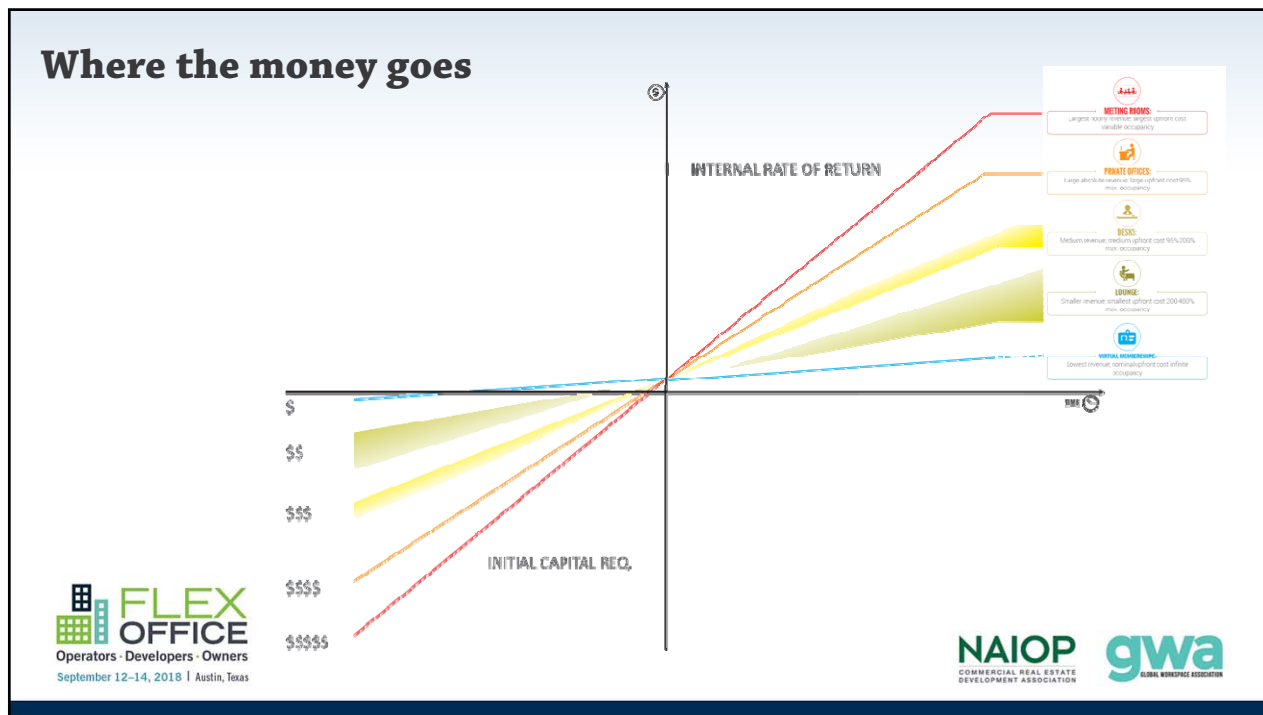


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## Four work modes





## Workplace Trends

### Great Experiences



Employees who take time during the workday to unplug are 1.5 times more likely to report a great experience



Workplaces with the latest technology are 3.7 times more likely to offer a great experience



## Workplace Trends

### Open Offices



Innovators are 2.5 times less likely to use individual space to socialize



Innovators' individual workspaces rate 50% higher on design



Bench seating is 25% more effective when rated highly on acoustics, adjustability, layout and access



## Workplace Trends

### Global Comparisons



49% of workers in the US socialize with colleagues outside of the office



Latin American workers rate socializing as 1.6 times more critical than in the US

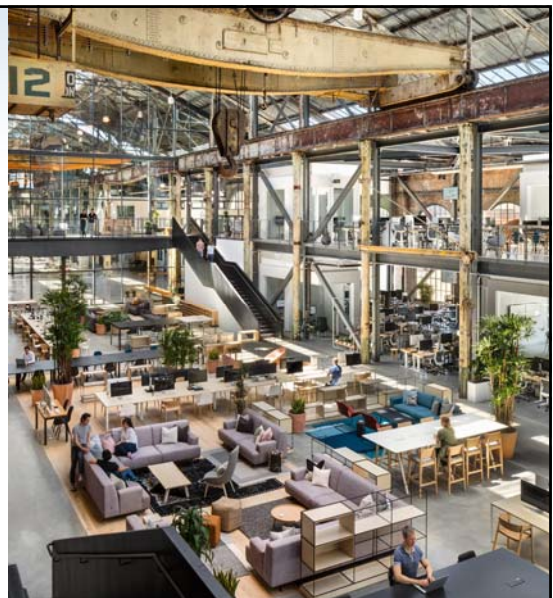


Workers in Asia socialize twice as much as their US counterparts



Companies and businesses are adopting coworking at an unprecedented rate.

Is this a trend or a lasting workplace strategy that will stand the test of time? Gensler's approach is that coworking environments should lead with brand and culture, not trendy space and design elements.

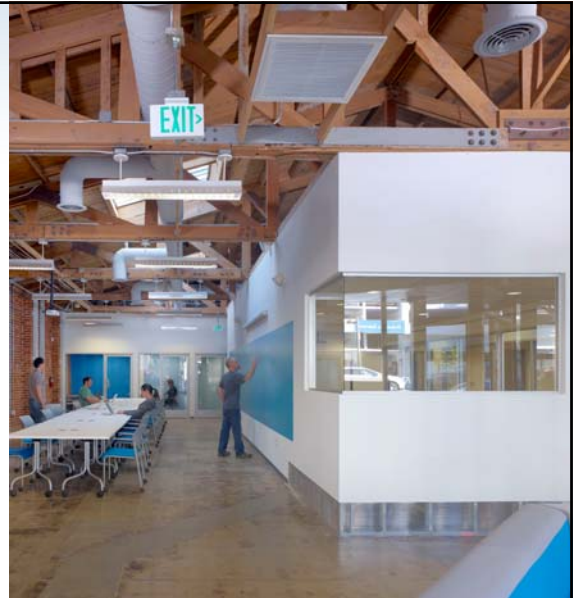






## Getting ahead of change.

In this age of uncertainty and rapid change, what actions are companies taking to prepare the workplace for success?



## Workplace trends and historical data.

Historically, workplace research was somewhat analytical and predictable. Today, our knowledge of workplace metrics and design trends are less predictable. Do you see this trend continuing and do you think it will be dependent on the economic cycle(s)?



## Workplace Trends

### Key take-aways

- What drives a strong culture?
- Is design a factor in productivity?



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