



# The Future Workplace

TOP 10 PREDICTIONS

**CBRE**

# What will be different in the future?

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Remote work is here to stay.

The office is here to stay, too.

Space allocations will favor “we space” over “me space.”

Conferencing will adapt to “mixed presence” collaboration.

Amenities strategies will focus on hospitality and services.

Desk-sharing occupancy strategies will continue to grow in popularity.

Employees will demand more “elbow room.”

Healthy building design and operation will take center stage.

How we define and measure workplace performance will change.

Partnerships between CRE, HR, and IT will strengthen.

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# 1 Remote work is here to stay.

Remote work desires are (and have been) growing. Organizations are preparing to meet employee demand for remote work, and future competition for talent will take place over the battlegrounds of not just flexible work policies, but also flexible work support such as stipends, home office equipment, and technologies. Organizations will also need to focus on maintaining and strengthening their culture for remote employees.

## PRIMARYLY "OFFICE-BASED" WORKFORCE



<1 in 4 FT Remote

**39%**

## "DISTRIBUTED" WORKFORCE



<2 in 4 FT Remote

**42%**

## PRIMARYLY "REMOTE" WORKFORCE



>3 in 4 FT Remote

**11%**

FT Office vs. FT Remote

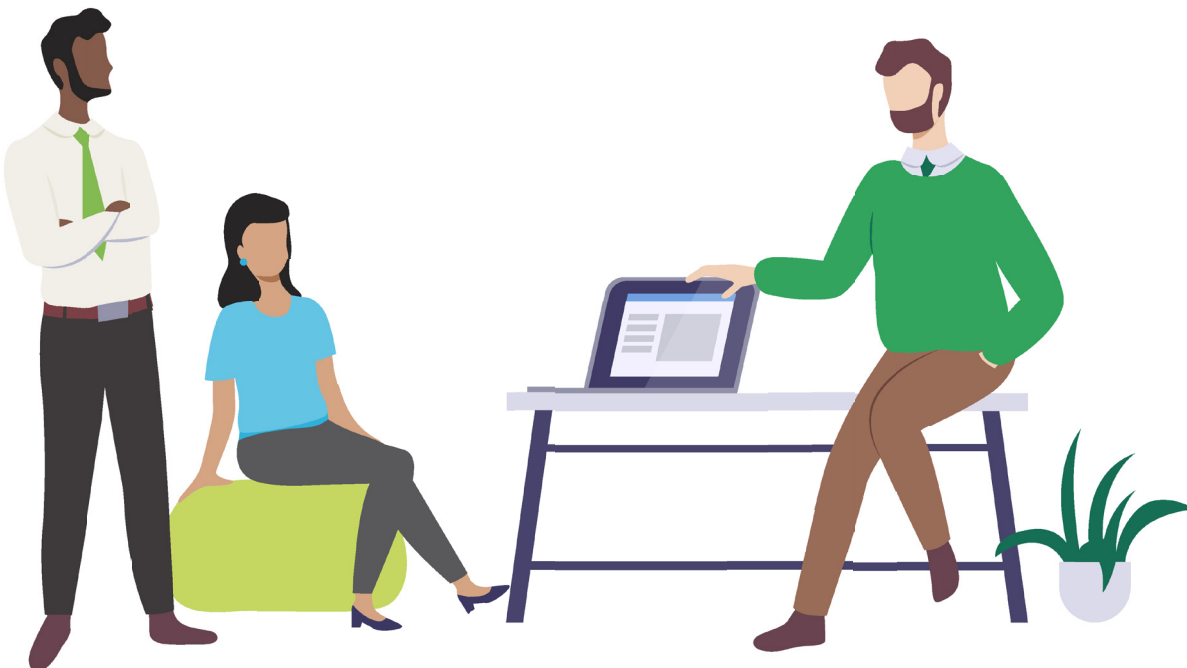
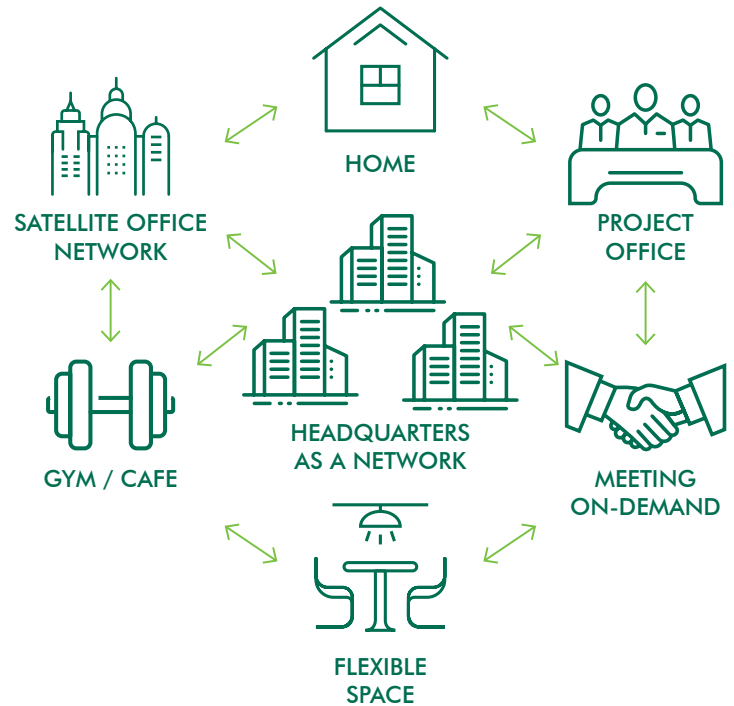
*% of respondents*

*Source: [cbre.com/the-future-of-the-office](https://www.cbre.com/the-future-of-the-office)*

# 2 The office is here to stay, too.

The physical office still has a role to play even in a more mobile future, but it will be designed to support flexibility and choice. Companies will rethink the role of a single HQ in favor of a broader ecosystem of work sites that may include regional offices, coworking spaces, and home to support increasing and ongoing mobility.

## FUTURE WORKPLACE ECOSYSTEM



# 3 Space allocations will favor “we space” over “me space.”

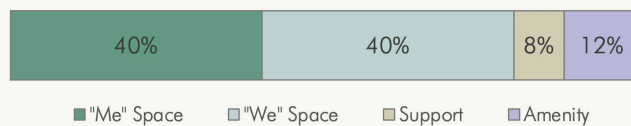
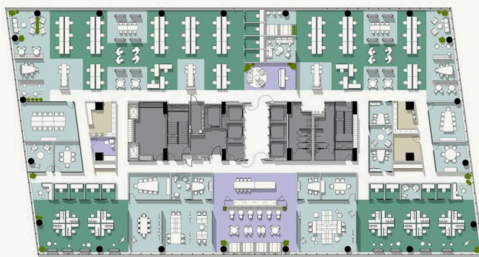
To influence employees to use the office as their destination of choice, occupiers must rethink what their offices can deliver that is unique compared to the experience of working remote.

The office’s new purpose will be to provide a venue for community, culture and collaboration. Employees will spend less time on individual / focused tasks while on-site and more time collaborating, networking, and socializing. The composition of the office will adjust to reflect this change.

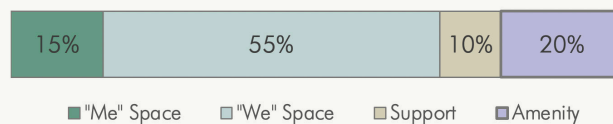
## ACTIVITY-BASED WORK



## TEAM-BASED WORK



## EVENT-BASED WORK



Source: CBRE Design

# 4 Conferencing will adapt to “mixed presence” collaboration.

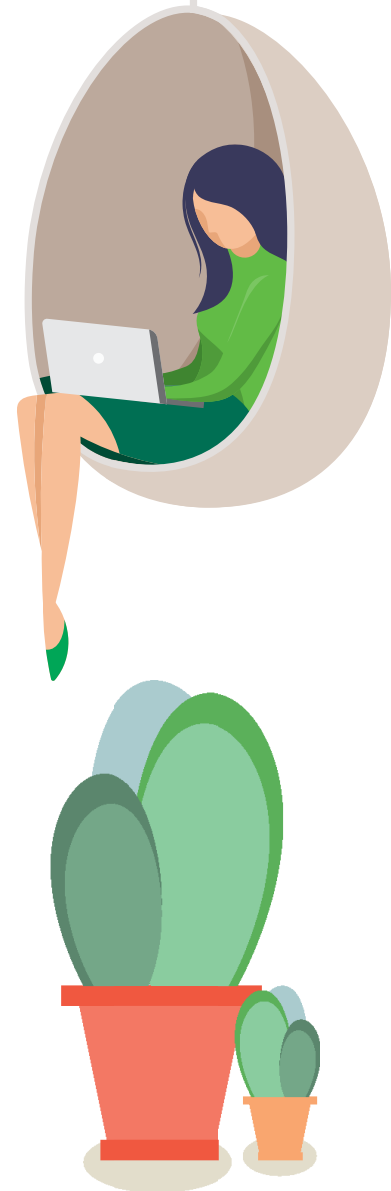
Technology that connects on-site employees to remote employees will become standard builds in conference rooms. Tools such as virtual whiteboarding software, smartboards, synchronous and asynchronous communication platforms and large format telepresence devices will lessen the disadvantages of virtually joining an in-person meeting.



# 5 Amenities strategies will focus on hospitality and services.

To create a “magnetized” office that people want to come to, amenities will focus on creating a welcoming environment, supporting employee health and well-being and enhancing the convenience of working on-site.

- ❑ IT/Genius Bar
- ❑ Concierge Services
- ❑ Mail Center
- ❑ Copy/Print Center
- ❑ Wellness & Meditation Rooms
- ❑ On-site Health Clinic
- ❑ Creativity Zone
- ❑ Quiet Zone
- ❑ Outdoor Space
- ❑ Coffee & Juice Bar
- ❑ Full Food Service
- ❑ Grab & Go Snacks
- ❑ Conference Center
- ❑ Fitness Center



# 6

## Desk-sharing occupancy strategies will continue to grow in popularity.

“Free address” occupancy strategies that entail desk-sharing - with enhanced cleaning protocols to support health and safety - are an increasingly attractive solution for occupiers that wish to optimize office utilization in a more mobile future world.

Larger occupiers will experiment with desk reservation systems to facilitate the transition.



### % OF ORGANIZATIONS ANTICIPATING A MORE SHARED ENVIRONMENT

SEPTEMBER 2020

83%

JUNE 2020

59%

PRE-COVID

43%

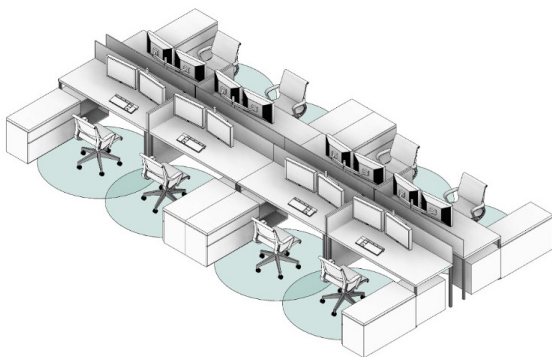
Source: [cbre.com/the-future-of-the-office](https://www.cbre.com/the-future-of-the-office)



# Employees will demand more “elbow room.”

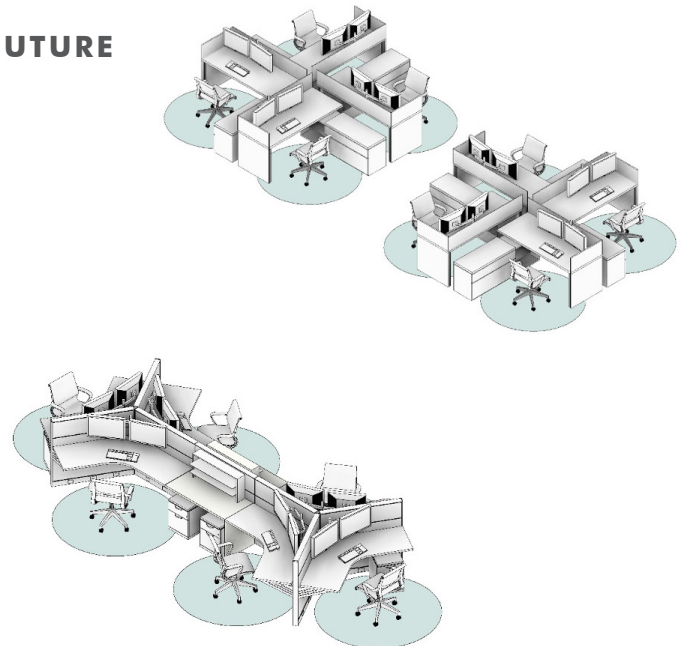
The pandemic will have a lasting impact on employee consciousness of health and well-being in the workplace. Beyond requirements for physical distancing, workstations and conference rooms will continue to be reconfigured to allow for greater separation between employees. Occupiers will not necessarily need to buy new, larger furniture standards though. Most will address these concerns via neighborhood planning and circulation.

**CURRENT**



**FUTURE**

VS.



*Source: CBRE Design*

# 8

## Healthy building design and operation will take center stage.

COVID-19 has underscored the connection between buildings and wellness. As landlords and employees compete for tenants and employees respectively, differentiated workplace environments will be those that innovate in the field of well-being in the workplace and address a broad spectrum of health beyond just the physical.



### OCCUPATIONAL

Contributing in our careers to make a positive impact on the organization where we work, and in the communities where we engage

**INTELLECTUAL**  
Learning new concepts, improving skill sets and contributing positively to the company's culture



**SOCIAL**  
Connecting with our colleagues and establishing positive relationships

**PHYSICAL**  
Supporting good health, awareness and vitality

**ENVIRONMENTAL**  
Creating a safe, productive and comfortable workplace

# How we define and measure workplace performance will change.

If workplaces exist to support the business enterprise and the people who occupy them, CRE success metrics should present a balanced scorecard and align to broader company goals. People-centric measures will become more common in the future to reflect the holistic intentions of workplace design.

- ❑ Occupancy cost per employee
- ❑ Sq. ft. per employee
- ❑ Sq. ft. per desk
- ❑ Desk-sharing ratio
- ❑ % of open vs. enclosed space
- ❑ Reduction in overall footprint
- ❑ Cost savings



- ❑ Workplace experience Net Promoter Score and other employee engagement metrics
- ❑ % of employees who agree they can easily collaborate when in the office
- ❑ % of employees who feel a sense of belonging when in the office
- ❑ % of space within 25' of natural light
- ❑ % of employees who feel the workplace reflects the company's brand and culture
- ❑ % of meeting spaces that are technology enabled
- ❑ Degree to which the workplace supports health and well-being



# 10

## Partnerships between CRE, HR and IT will strengthen.

More than ever before, delivering a high-performing workplace experience will depend on the thoughtful integration of space, people and technology. To navigate this interdisciplinary field, we will likely see an evolution in the role of “Head of Corporate Real Estate” towards a more elevated and strategic position of “Chief Places Officer.”

### THE TOP 5 SKILLS OF THE CHIEF PLACES OFFICER:

1

Superior command of the core business

2

Financial acumen

3

Exceptional collaboration and partnering skills

4

A forward-thinking visionary

5

Leadership skill born in brick and mortar, but with an emphasis on hearts and minds





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