How to Optimize the Future Workplace with Analytics

Successful Practices from Leading Global Enterprises

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Learning from High Performing Global Enterprises

The role of the workplace has evolved to support more diverse ways of working, community-building, culture, mobility, and collaboration.

To meet these needs, Fortune 500 leaders are focusing on next generation analytics to gain actionable insight into the future design and planning of the workplace.
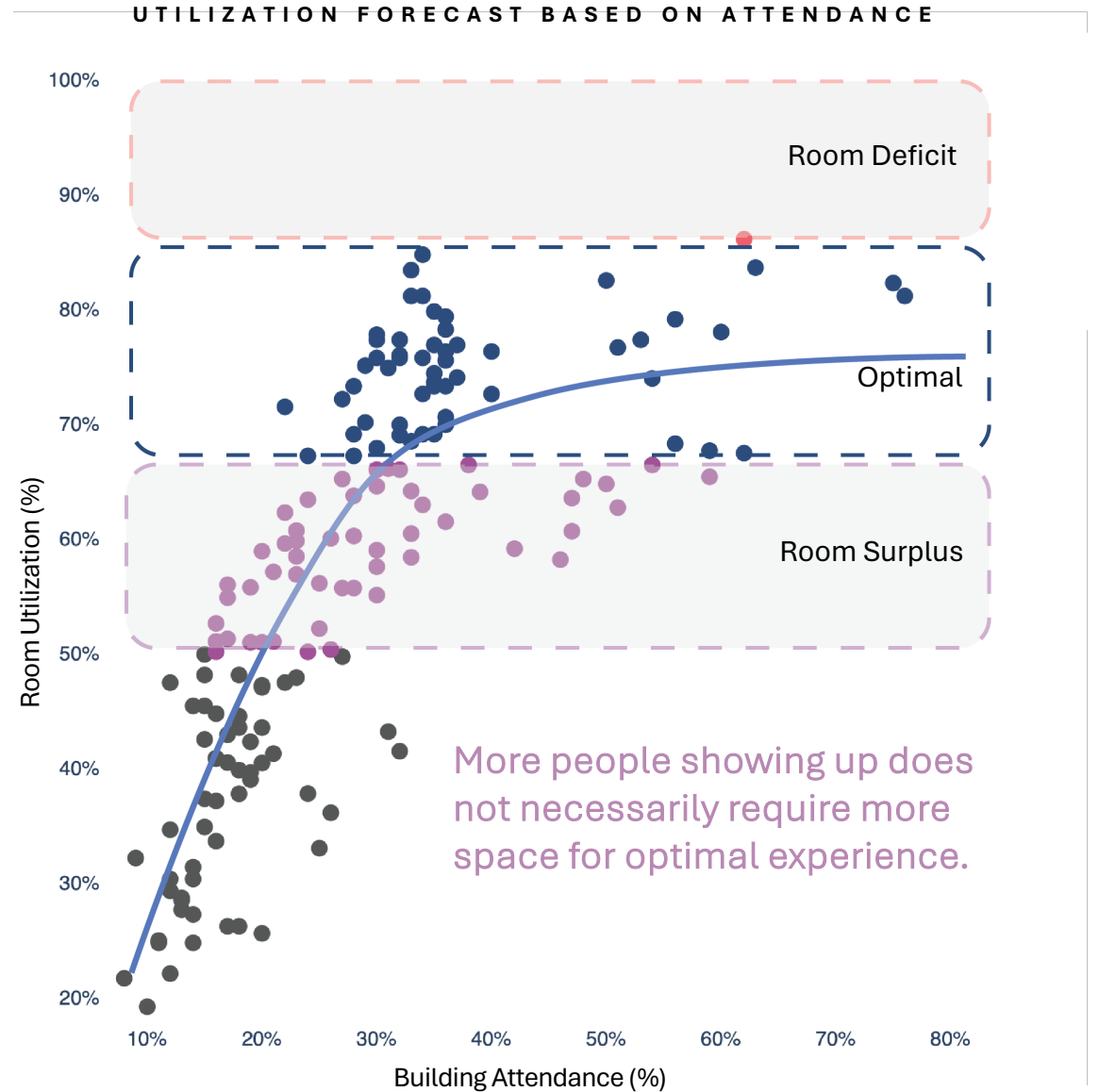
Over the last five years, our teams worked hard to develop new analytic techniques, optimizing design and planning for cost, experience, and performance. We share here what we've learned. We hope you find it useful.

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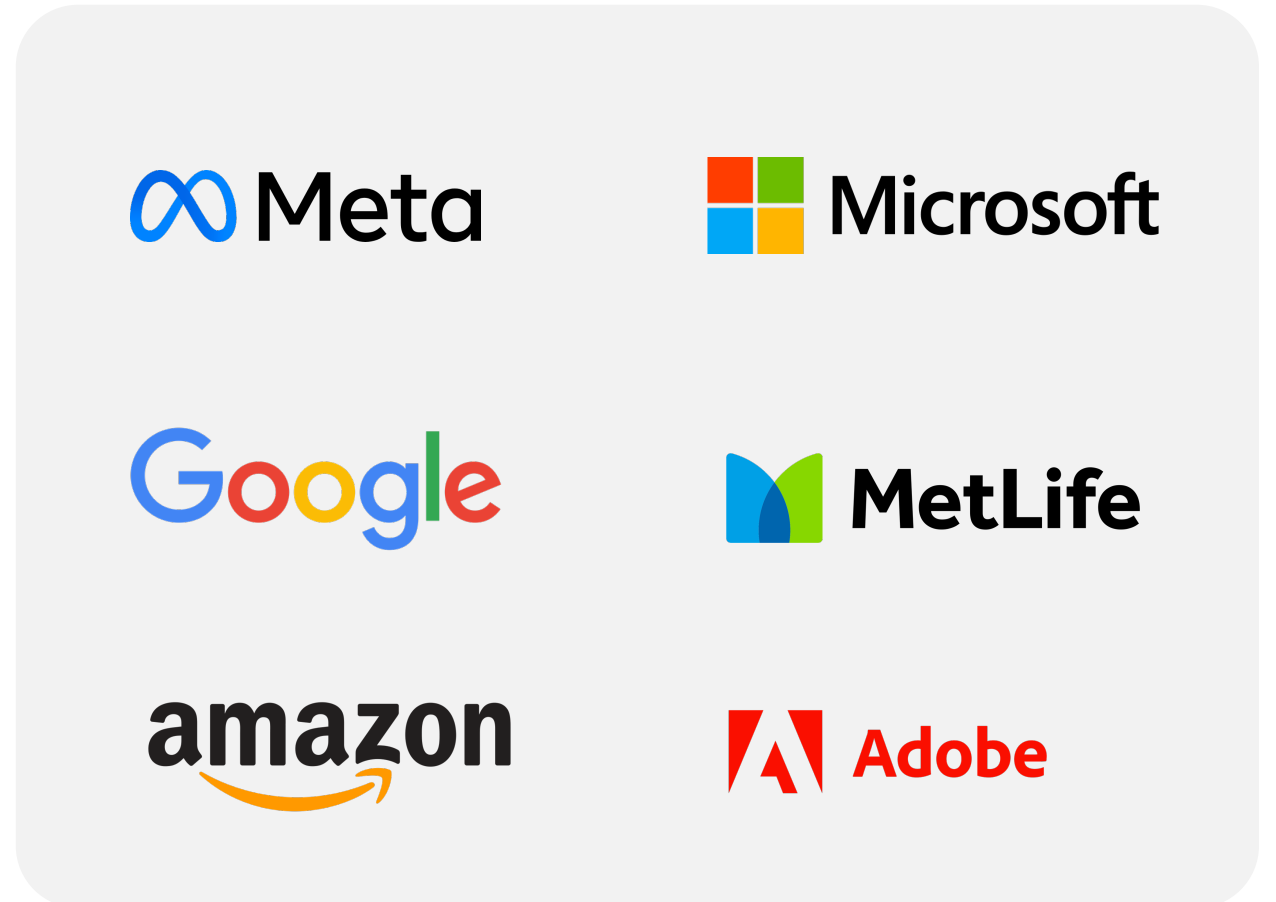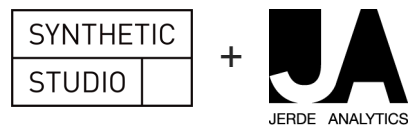
Get your data to reveal the future.

The workplace of the past is not the best indicator of a workplace for the future. Benchmarks, desk-based planning, and utilization have their place, but the real value of analytics is its power to reveal how real estate and design can accommodate the future needs and behaviors of teams to meet enterprise business goals.

Doing that means capitalizing on existing data in new ways to model characteristics of the future workforce, identify future design needs, and simulate likely future performance.

UTILIZATION FORECAST BASED ON ATTENDANCE

Room Deficit

Optimal

Room Surplus

More people showing up does not necessarily require more space for optimal experience.

Room Utilization (%)

Building Attendance (%)

3

Shift perspective on factors that matter.

The factors and analytics that matter most are grounded in expected workforce needs and behaviors, tailored to the sites and cities where teams work. Leading companies are shifting away from simple global standards to predictive analytics and adaptive planning tailored to the population and location.

FROM

Standardized Metrics

- Universal SQFT-to-HC ratios.
- 1:1 HC based growth forecast.
- Benchmark driven optimization.
- Standard guidelines.
- Physical pilots with utilization studies.

TO

Predictive Modeling

- Variable space needs by role.
- Team- and behavior-based forecast.
- Simulation driven optimization.
- Smart, adaptive guidelines.
- Virtual pilots with AI and simulation.

Principles for Optimizing the Future of Work

To meet the needs of a more dynamic workplace, leading companies are focusing on three crucial analytics priorities: first, shifting from historical analysis to predictive analytics; second, using advanced computing and AI to simulate future planning and design scenarios; and third, enhancing data operations to build richer, more actionable analytics faster.

Adopt Predictive Analytics

- Right-size global footprint for a dynamic future workforce.

- Optimize space planning for people, policy, and performance.

- De-risk investment, planning, and design decisions about the future workplace.

Simulate Future Performance

- Create more accurate space, planning, and design forecasting.

- Optimize factors driving cost, experience, and performance.

- Deliver virtual pilots to increase the speed and lower the cost of modeling design performance.

Enhance Analytics Operations

- Realize cost-effective use of existing data and technology.

- Tailor planning, cost, and design metrics to the portfolio.

- Deliver just-in-time insights to business leaders.

1. Adopt Predictive Analytics

With existing data, you can quantify factors driving future performance like workforce evolution, team behaviors, design needs by role, or future policy. You can use these factors to model scenarios that reveal future impact on space demand, design requirements, cost, operations, or investment risk.
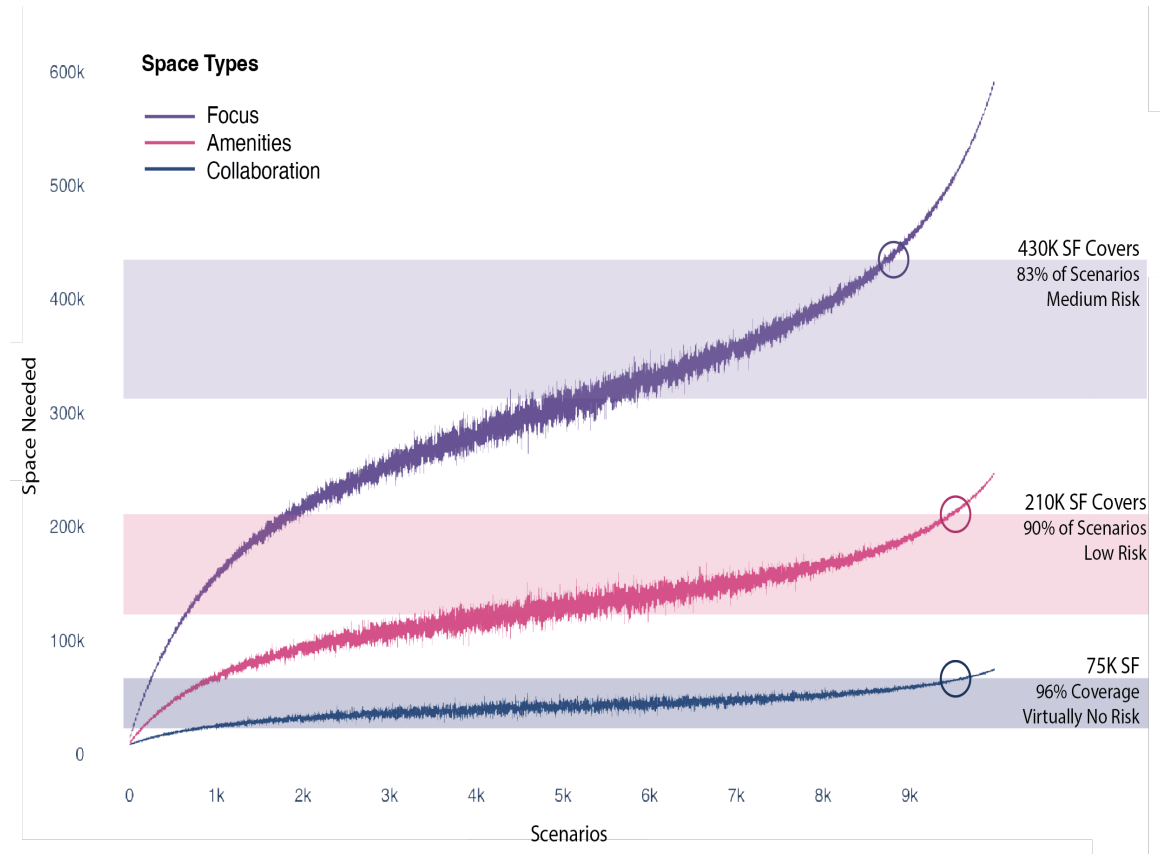
BENEFITS

Model future demand more accurately, tailored for enterprise policy, workforce, or business evolution.

Optimize space forecasting to inform design, programming, cost, and performance.

Quantify investment risk and trade-offs among design, business, workforce, or real estate scenarios.

ACTIVITY-BASED SPACE TYPE DEMAND SIMULATION

Space Types
- Focus
- Amenities
- Collaboration

430K SF Covers
83% of Scenarios
Medium Risk

210K SF Covers
90% of Scenarios
Low Risk

75K SF
96% Coverage
Virtually No Risk

Space Needed — Scenarios

Based on factors like expected onsite population and space needs by team or role, predictive forecasting models thousands of demand scenarios to reveal options for risk adjusted space planning targets.

2. Simulate Future Performance

Advances in machine learning and spatial computing let you simulate and quantify future design, space planning, and programming scenarios. Use it to make faster, more confident and cost-effective decisions about design, delivery, and investment.

BENEFITS

Quantify ideal space and design performance metrics tailored to the workforce, policy, or behavior scenarios that matter most

Build Virtual Pilots that accelerate learning at lower cost, revealing optimal design scenarios that deliver on business goals.

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Reveal quantitative factors that optimize the design fit between people and space over time throughout your portfolio.
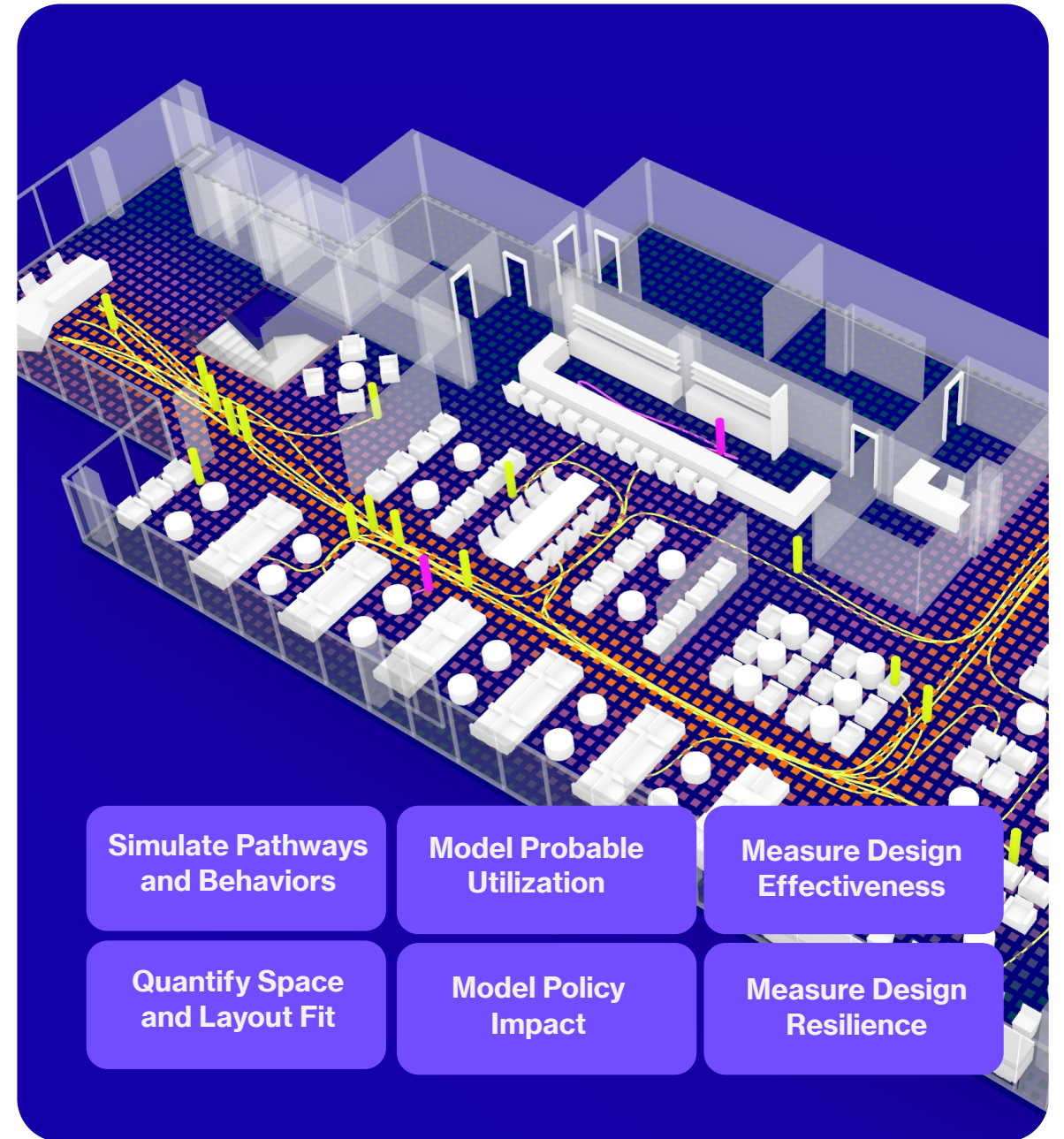
Simulate Pathways and Behaviors

Model Probable Utilization

Measure Design Effectiveness

Quantify Space and Layout Fit

Model Policy Impact

Measure Design Resilience

3. Enhance Analytics Operations

To deliver reliable predictive analytics and simulation requires a committed effort to quantify goals and targets, de-silo and normalize essential data sources, and deepen advanced analytics capabilities to deliver better on-demand forecasting, planning, and decision support.

BENEFITS

Capitalize on existing data to create more robust forecasting and planning analysis.

Increase speed-to-insight and decision-making by building predictive analytics into your data workflows.

Quantify investment risk and trade-offs among design, business, workforce, or real estate scenarios.

Quantify
Aligned Real Estate Goals
Align workplace goals with workforce evolution (HR), technology transformation (IT), and business priorities (Business Leaders)

Design
Fit-for-Purpose Analytics
Design predictive analytics with existing data: quantify optimal scenarios for business goals across planning, programming, design, and investment.

Integrate
Predictive Insight
Integrate fit-for-purpose metrics and forecasting tuned for the future workforce, policy, or business evolution-- tailored to your portfolio

Optimize
Decision-Support Workflow
Streamline organizational decision-making about the future impact of space planning, design, and real estate investment on business performance.

Proven results with predictive planning and simulation

60%

FOOTPRINT REDUCTION

Using role- and policy- based predictive demand modeling for a global, high growth firm, we identified a pathway to reduce estimated global footprint by up to 60% over a 10-year period.

3x

FASTER PROGRAMMING

Using computation to optimize a design kit-of-parts adaptable to any department or location, we were able to automate program development, delivering better program fit up to 3x faster than traditional processes.

100%

GROWTH-IN-PLACE

Using growth, behavior, and attendance forecasting, we were able to model optimal design and policy scenarios that would enable a single location to accommodate employee growth from ~3,000 to ~6,000 headcount.

How to get started.

Our clients learn by doing. But they all start on their analytic journey in their own ways. We can help you rapidly identify priorities and build capabilities to model future scenarios for workplace design, programming, forecasting, and business performance tailored for your enterprise. We will meet you where you are.

Workshops

Identify Your Data Opportunity

Collaborative workshops unlock analytics opportunities hidden in your enterprise data

Analytics

Build a Forecast

Behavior-based space forecasting optimizes planning tailored to your needs.

Simulation

Create a Virtual Pilot

Simulation lets you measure future design performance more efficiently than physical pilots.

Advisory

Design Better Decision Support

Design analytics operations optimized to model future scenarios.

If you are curious about how to model an optimal future, we'd love to chat.

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WEB + CALENDLY

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Predictive analytics and simulation for design innovation and business performance.

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