



THE ROLE OF THE OFFICE IN THE WAR FOR TALENT

Is Your Space an Asset or a Liability?

What is happening?

The voluntary turnover rate in 2021 was over 25%
- US Bureau of Labor Statistics

Experts estimate there are over 11 million unfulfilled positions in the US alone at the outset of 2022. Why are there so many unfulfilled positions? This problem, and its contributors, didn't take root overnight: economic expansion, delays due to COVID-19, and a growing digital skills mismatch have led to a highly competitive talent environment where holding talent is as critical as finding it.

The companies that connect the dots between compensation, talent development, mentorship/promotions, work/life balance and DE&I will be the victors in the war for talents.

How does an office support those strategic initiatives?

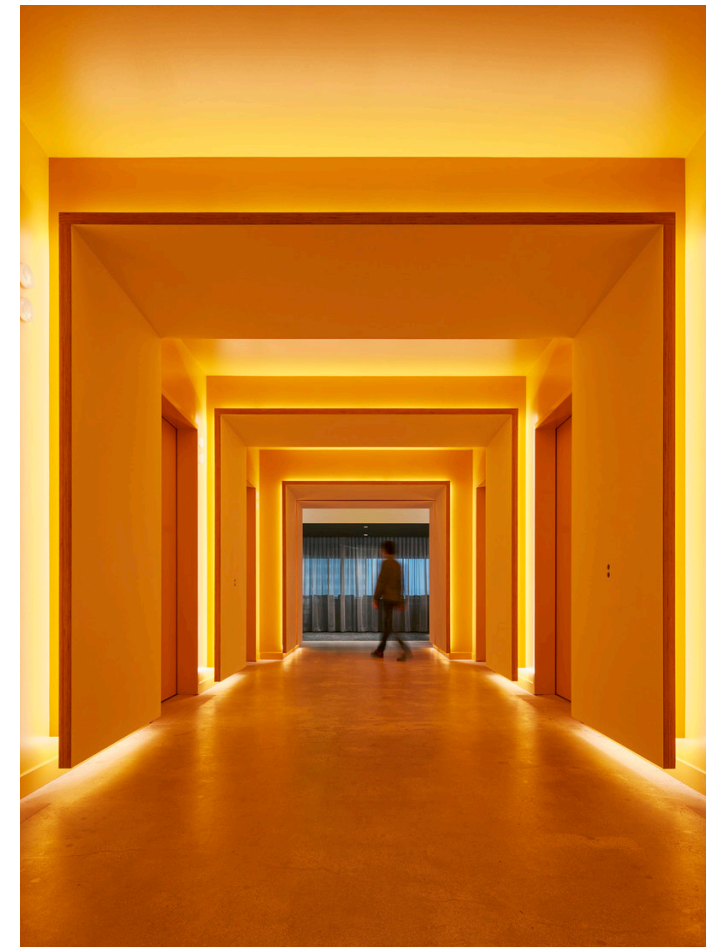
Welcoming new hires before they even start

One-third of new employees quit after about six (6) months
- US Bureau of Labor Statistics

In this competitive talent market, candidates often receive multiple offers, and companies are doing everything they can to ensure they are the chosen employer. Having a compelling and sophisticated office environment that prioritizes comfort and flexibility can act as "an ace up your sleeve" in recruiting and retaining talent, whether the work model is dominantly remote, hybrid, or office-based.

Remote and hybrid work doesn't mean a vibrant office is outmoded

Because most hiring has been occurring virtually, hiring managers are sending video tours of offices and encouraging future colleagues to reach out and welcome employees before they start on the job. Having a camera-ready workspace that people (including clients, staff, or potential hires) want to go to is fast becoming essential.

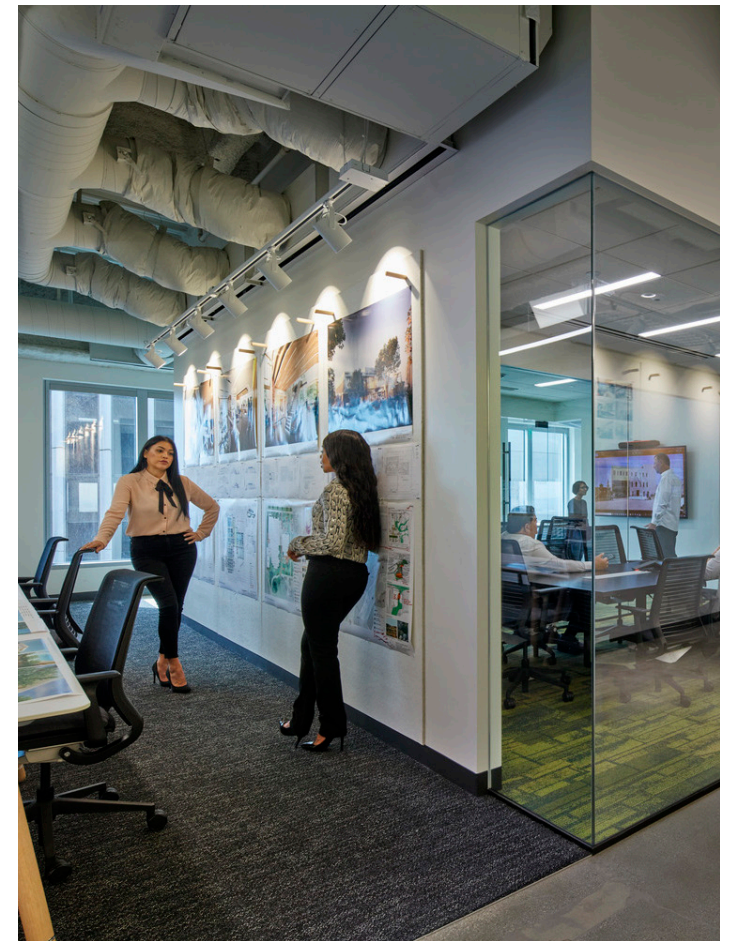


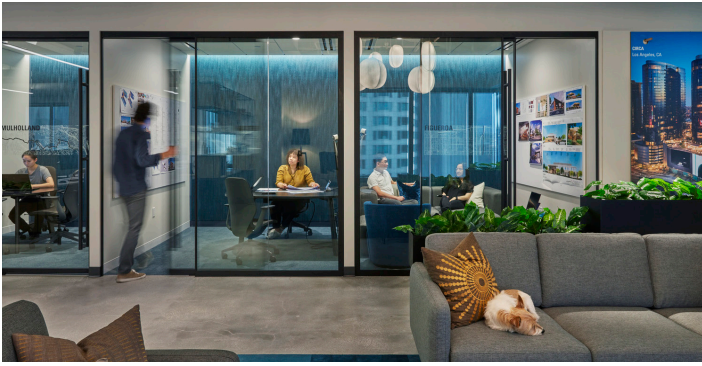
When you say 'office', think 'social'

Organizations offering choices that match candidate expectations and treat flexibility as a perk are likely to have a distinct hiring advantage over those that are not - companies hungry for the best talent are stretching the rules around remote, hybrid and in-office to widen the search for talent.

Once hired, leading organizations are keeping time in office flexible, and open desking and spaces that emphasize socialization are dominating office design.

The downtown office is fast becoming the space to collaborate, mentor, and ideate, and the home office is becoming the place for focus.





Solving the talent shortage through reskilling and upskilling

Each month in the US, 3 to 4.5 million employees quit their job. When surveyed, 94% would stay at their current employer if they invested in their long term learning
- US Bureau of Labor Statistics.

In 2020 and 2021, organizations were operating in survival mode. Now, they need to develop future capabilities to quickly adapt. A widening talent gap means talent acquisition is competitive, and protecting your internal talent becomes even more important. Employees who feel that their company is investing in them by giving them training and new tools are more loyal, and more valuable.

Consider devoting space and time within the office to areas for learning, creativity and upskilling the talent you have, and protecting the investment by giving them space to actively explore, ideate and socialize. Your organization doesn't need to be in the business of creating products to benefit from a space for active social-based learning or process innovation, knowledge-based services can benefit equally from a well thought out learning space.

What is company culture in a remote environment?

In a Korn Ferry survey in 2021 asking workers if they will return to the office, nearly a third (32%) of professionals said they don't think they'll ever go back into the office full time, and 74% say they have more energy and focus working from home instead of the office.

Many organizations have already embraced a hybrid or remote work model. In 2022 and beyond, more will follow, allowing employees to split their work week between working on-site and working from home, depending on their needs.

Employers must start looking inward at their culture and employer value proposition (EVP) to understand how they align—or don't—with the candidate and employee experience. Industries that reject hybrid and remote options will quickly loose talent to more flexible employers, but what about the long term?

Virtual work can make it harder for candidates to understand and connect with a company's culture. To address this concern, companies should evolve their understanding of what an office can be. Instead of a bank of desks and private offices, a workplace can be a cultural hub.

Offices have already served as flagships of brand for many years in many industries, that function should expand to team interaction, collaborative work, education, and social events, making the workplace a contact point for company culture, comradery, and professional development that is visited and returned to as needed.

Your workplace represents your organization - is it telling the story you want told?

Your workplace expresses the heart of your organization—your vision, beliefs and values to clients and colleagues alike. From culture and communications to collaboration and creativity, every facet of your business should be reflected, embodied, and alive in your space.

Want to discuss your space?

Our personalized design approach begins with understanding your business and culture at every level to create a space that expresses who you are as an organization and resonate with and support the people who bring it to life.

View some of our past work [here](#).