



Hong Kong Chapter Forum Series: Workplace

Held at Hong Kong Club, Jackson Road, Central, Hong Kong
On Thursday, March 3rd, 2011

Theme	How do we create a workplace that will attract and retain talent and encourage everyone who goes there to have fun and be more productive?
Moderator	Mark Moore, Managing Director, MTM Solutions
Panelists	Doug Hall - Project Director, Deutsche Bank. Click here to view LinkedIn profile. Andrew Watt – Director, Barclays Capital. Click here to view LinkedIn profile. Norrie Peel – Manager, Hewlett-Packard. Paul Scroggie – Director, Knight Frank.

- This Forum is the first of a series of “forums” to engage with experts in the real estate industry and will involve various industry sectors, including banking, pharmaceutical, and technology.
- HP
 - Discuss Asia Pacific Challenge, Space, Culture vs. USA
 - Major Project in Japan for 5500ppl for 12M sqft this year with all open plan.
 - Melbourne Office Case Study
 - Consolidate 4 existing owned/leased office buildings into new site in 3 floors, energy savings of 70%, CO2 emission reduction of 70%. Improve utilization from average of 50% to 80%. Total space reduction of 60%, Reduced business specific space by 70%.
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 - Concept: The whole floor is your office with Open office, Touch Down, Team Space, Focus Room, Image and print area, Cafeteria, Halo Room, Quiet Zone, E-Club.
 - Result with happy client, employee like the blended environments and shared spaces really facilitate networking and create a "buzz" around the office
 - Before: Utilization study on how to use space, true data on who does need space
 - After: Survey in 3-6 months on utilization
 - Consistence process through-out globally

- DB
 - New Workplace strategy: Project Dragon HK ICC (Case study)
 - to realize an informal, creative and intelligent space that will attract, retain and motivate our people as they strive together towards excellent.
 - investigate and buy in workplace technology
 - consolidate in 1 location and only 1 location choice in HK (ICC)
 - Alternative Workplace
 - The needs of business are changing
 - Our real estate is generally under-utilized
 - A clear mismatch between business needs and our old workplace. How is the role of the workplace changing?
 - Key Features : Generic Layouts, Neighbor hoods, Fully flexible work settings, New IT solutions, Sustainable design and IT equipment
 - Outcomes: Maximize flexibility, More efficient use of space, improved end user experience
 - Follow global guideline and benchmark
- Barclays
 - Workplace strategy: Barclays London Ongoing (Case study)
 - Currently occupies 2000+ desks
 - No room for future growth, projected to be 10-15% in 2011
 - Require one additional floor to accommodate projected growth
 - Business model cannot accommodate investment of an additional floor so business aim is to accommodate growth without take additional space.
 - Opportunity: Seized by CRES to explore options / Showcase AWS to broader firm / Real value add
 - Top down (Management) Buy in: Provide preliminary analysis, previous experience of AWS etc..
 - Overview Concept development in Principles / Technology / Space / Policies & Management.
- Knight Frank
 - Process for determining the right workplace strategy and design objectives
 - HK Space: Lack of supply and growth / High rental cost / Achieving more with less / Regional and global standards remit / Staff engagement
 - Does buildings fit for purpose? Power / Discharge and fire exiting / Toilet provisions
 - What do staff care about? Personal space / Visual privacy / Noise / Ergonomics / Pantry & place for staff to rest / Toilets, ventilation / Confidentiality / Storage / Meeting room / Equipment
 - Process overview: Business Alignment – Phase 1 Base line research – Phase 2 Project Formation – Phase 3 Options – Phase 4 Business Case – Phase 5 Implementation
- Q&A
 - Why so hard to go to senior management to buy in?
 - Historical conservative

- Impact on hiring
- Don't want to change
- How to change?
 - By example, one bank change other follow
 - Show increase productivity
 - Cost saving
 - Combine office efficiency
 - Strategic drive
 - Top down approach is important
 - Giving time and focus to people influence
 - HR engagement with project team
- How to measure productivity?
 - Metrics to measure cost, revenue and turnover, How well people collaborate.

END