

# Branded Workplace

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May 2013



What will your office  
look like in 2020?

# Like this?

Gensler



Or this?

Gensler



Or this?

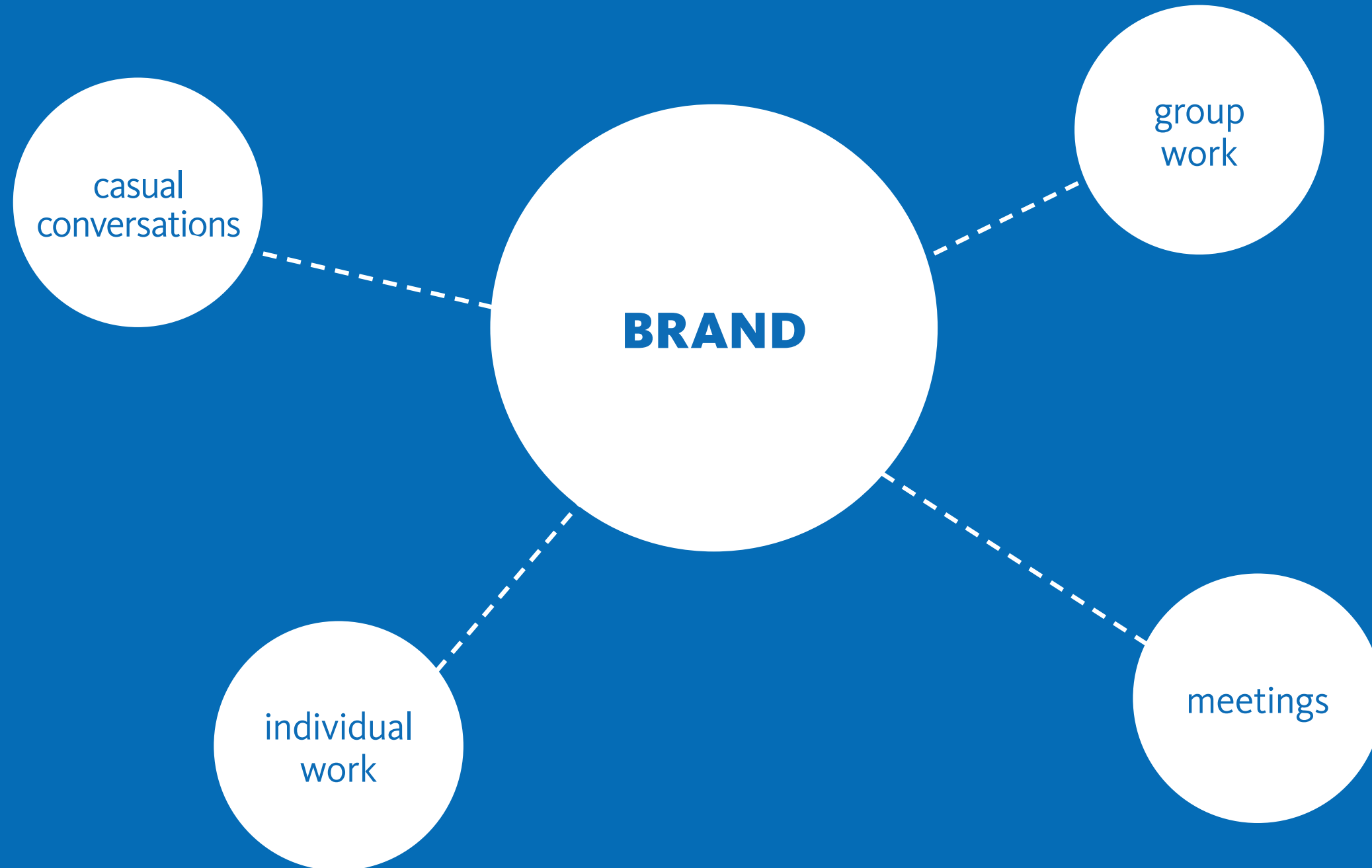
Gensler



“Space is an opportunity to tell your story. By using your workplace to promote your brand and culture, you can stimulate creativity, inspire new thinking and provide employees with a sense of ownership and engagement.”

Source: WPI

# Branded workspaces, not just a workplace



# The branded workplace through the decades

**advertising**

**product display**

**personality**

**people**

**experience**

**1960**

**1970**

**1980**

**1990**

**2000**

**2010**

**2020**

GE

1960

brand = advertising



# 1980

**brand = product display**

RUM APEACH  
RUZAN  
JWA  
ABSOLUT  
PLYMOU  
RUM KLU  
RUZAN SIN

A modern office interior with people working at desks, overlaid with the year 2000. The office features white cubicles, ergonomic chairs, and colorful posters on the walls. In the foreground, there are several red and blue chairs around a white table. The year '2000' is written in large, white, bold digits across the center of the image.

2000

**brand = personality**

# 2010

brand = people





**2010**  
**celebrate your people**

KNOW IT.  
LOVE IT.  
SELL IT.



NOKIA INTERNAL

NOKIA

**2010**  
**showcase your people**



# 2020

**brand = experience**



# key factors: branded workspaces as experiences

**1**  
**BLURRED  
EDGES  
BETWEEN  
WORK  
& PERSONAL**

**2**  
**DESIRE FOR  
PURPOSE**

**3**  
**DRIVE FOR  
INNOVATION**

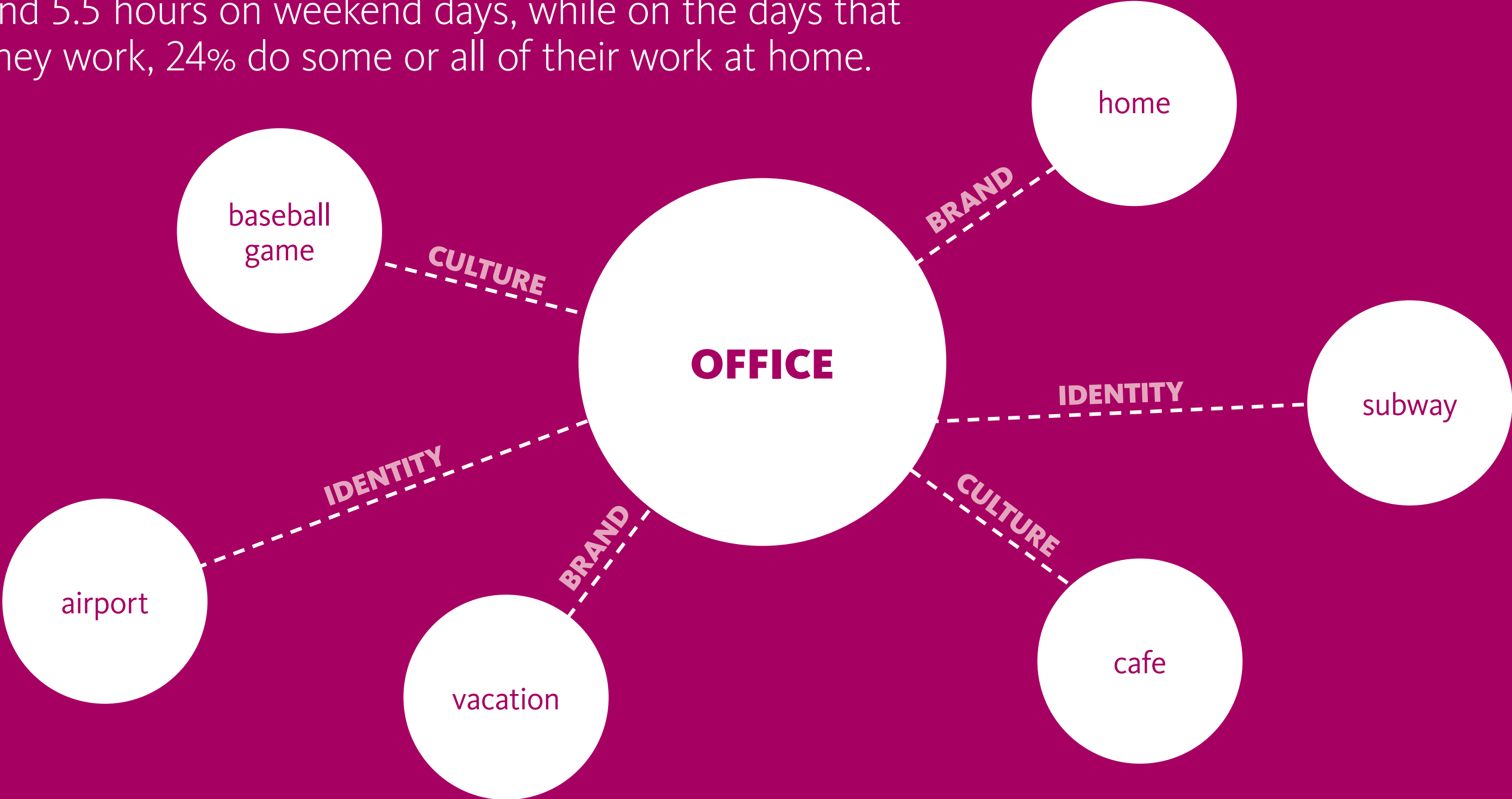
**4**  
**NEED FOR  
HUMAN  
CONNECTION**



The boundaries between personal and professional have blurred.



Employees work an average of 7.9 hours on weekdays and 5.5 hours on weekend days, while on the days that they work, 24% do some or all of their work at home.



“People work 24/7, and they want their workplaces to appeal to their lifestyles...The idea of going into a high-rise and sitting in a cubicle all day, the tyranny of the traditional office, that’s going away. It’s about **lifestyle integration.**”

Lenny Beaudoin, a senior managing director of CBRE’s global corporate services quoted in *The New York Observer*

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**LIFESTYLE  
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“The most deeply motivated people—not to mention those who are most productive and satisfied—hitch their **desires to a cause larger than themselves.**”

Dan Pink, *Drive*

# WHAT ARE WE REALLY SELLING?





**NOT SELLING ROUTERS AND SWITCHES**

**CREATING HUMAN CONNECTIONS  
THAT CHANGE THE WAY  
WE LIVE, WORK, PLAY, AND LEARN**



**NOT SELLING COFFEE**

**CREATING THE “THIRD PLACE”  
BETWEEN WORK AND HOME**

---

**SUZE**ORMAN

---

**NOT SELLING TRUSTS & MUTUAL FUNDS**

**CREATING THE DREAM  
OF FINANCIAL FREEDOM**



**NOT SELLING COMPUTERS**

**CREATING THE TOOLS TO  
UNLEASH HUMAN POTENTIAL**

*Coca-Cola*

Gensler

**NOT SELLING SOFT DRINKS**

**CREATING A COMMUNITY & CULTURE  
OF 'OPEN HAPPINESS'**

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**LIFESTYLE  
INTEGRATION**

**2**  
**DESIRE FOR  
PURPOSE**

**MAKING A  
DIFFERENCE**

**3**  
**DRIVE FOR  
INNOVATION**

**4**  
**NEED FOR  
HUMAN  
CONNECTION**

In the knowledge economy our raw material is no longer tangible. It's made up of **ideas** and **information**.

white collar worker ..... solution worker

routine or repetitive work ..... intellectual, analytical and collaborative tasks  
cross-functional problem-solving

# key factors: branded workspaces as experiences

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INTEGRATION**

**2**  
**DESIRE FOR  
PURPOSE**

**MAKE A  
DIFFERENCE**

**3**  
**DRIVE FOR  
INNOVATION**

**BIG IDEAS**

**4**  
**NEED FOR  
HUMAN  
CONNECTION**

technology = mobility = time away from the office  
= greater desire for connectivity = **'we' spaces**

I only go into the office to collaborate and interact with other people.



I need a place that's **magnetic**.

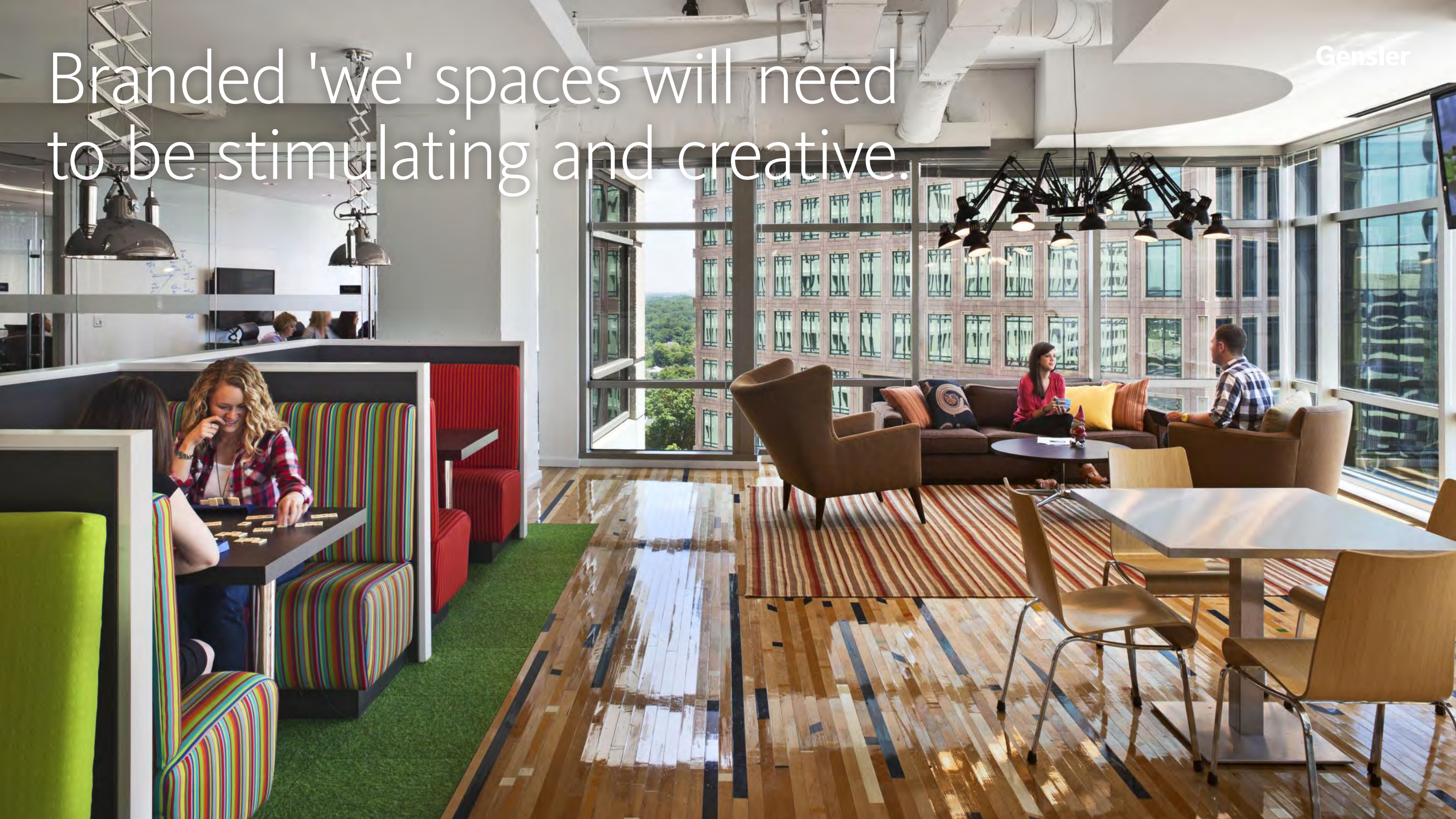
I'm constantly looking to **re-invent** myself...  
I go into the office to collaborate with  
others which expands my thinking  
and improve my ideas.



Individuals hold an average of 11 jobs from age 18 to age 44 with the **majority of jobs held before age 27.**

Source: U.S. Department of Labor, Bureau of Labor Statistics

Branded 'we' spaces will need to be stimulating and creative.



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**'WE' SPACES  
THAT ARE  
STIMULATING  
AND CREATIVE**

As workplace becomes more intangible, companies need to find other ways to project their culture—**emotionalize the work environment.**

# RATIONAL

serves my needs

- good paycheck
- good position
- nice office

# EMOTIONAL

aligns with what I stand for

- identify on a personal & emotional level
- my company "gets me"
- place to re-energize & be inspired

Traditional incentive models often fail to motivate key talent. With labor markets more buoyant, and millennial workers motivated by more than pay alone, firms need to make sure employees are engaged both financially and emotionally with work. **Compensation is not just a paycheck.**

“There is a way businesses can get employees to live the company’s values. Ironically it is by never using the word ‘values.’ Rather, it is by bringing people to the company’s **values through feelings.**”

Source: *The Meaningful Workplace* whitepaper by Emotive Brand

**VIRGINS CORE VALUES**

**VALUE FOR MONEY, QUALITY, INNOVATION,  
FUN, AND CHALLENGES**



**SEE**



**FEEL**

## STAGED STORIES

We don't remember the values written on the wall but we do remember company myths, stories and legends.

Gensler



Google's meeting spaces

# THANK YOU

**For more information on branded experiences in the workplace contact:**

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