Two Prize Drawings This Morning

IMCCA

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New York
2020

Attendees will be entered into a random drawing to win:

The Planar® Helium™ PCT2785 is a 27" multi-touch monitor with an edge-to-edge glass surface, wide viewing angle, and built-in HD webcam

legrand | AV

PLANAR

Attendees will be entered into a random drawing to win:

Luxul AV Series 12-Port/8 PoE+ Gigabit Managed Switch Courtesy of Legrand AV

Stick around until the end of the morning sessions – prizes courtesy of Legrand and Planar

@TheIMCCA @UCWeek #CWNY20

The Workspace Of The Future

What is an office?

Mark Peterson
Principal, Shen, Milsom & Wilke
*Mpeterson@SMWLLC.com*

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Mark Peterson, Principal

Global AV Discipline, Corporate Market Leader

SM&W is an acoustics, audiovisual, information technology, physical security & medical equipment planning consulting firm with offices worldwide. We are a "pure" consulting firm, with a legacy of creating innovative user experiences, pushing the boundaries of possibilities, and making sure those we partner with succeed. OUR CORE PURPOSE is to provide guidance & creative technology solutions to make the places we work, play and live more functional, safe and welcoming.
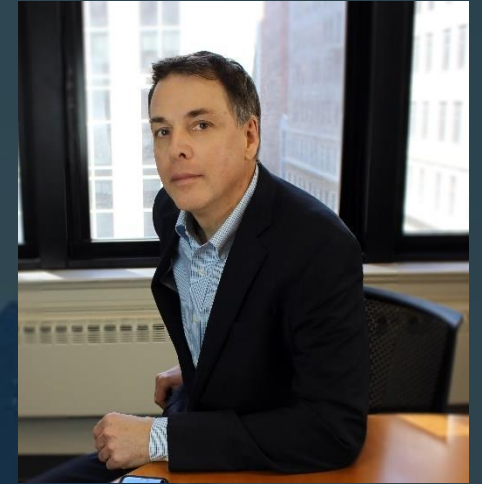
SM&W

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What Is The IMCCA?
Interactive Multimedia and Collaborative Communications Alliance

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives

- Industry Alliances
- Networking Opportunities
- Monthly Newsletter
- Educational Opportunities
- Special Interest Groups

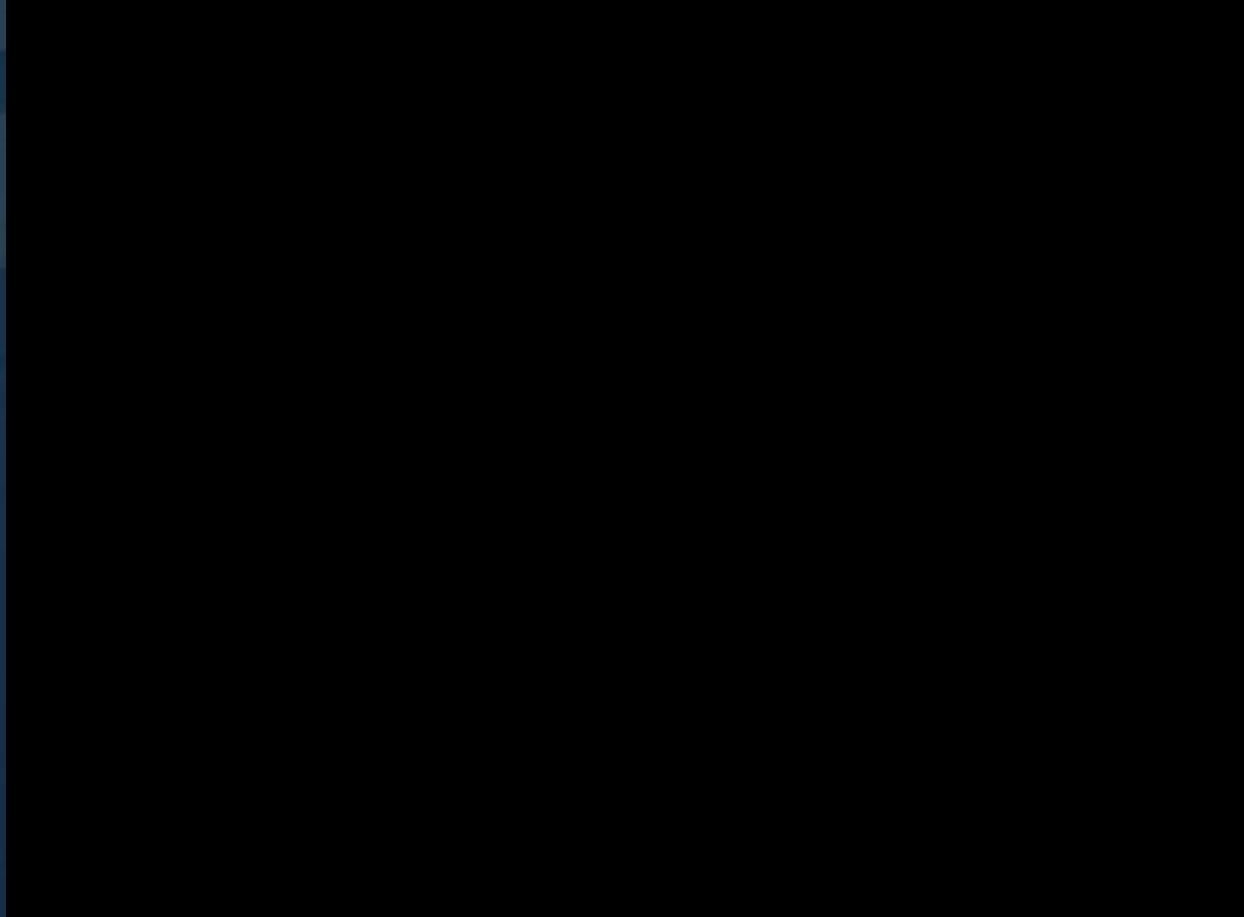*Free Membership For End Users*
Many Benefits for Vendor Members
Contact Carol Zelkin, Executive Director
Czelkin@imcca.org

www.IMCCA.org

@TheIMCCA @UCWeek

#CWNY20

How The Office Has Changed

It started with technology....

How The Office Has Changed
...and better tech in a global economy led to distributed offices.

Yesterday's Office

Leadership

Marketing

IT

Sales

Procurement

Legal

Facilities

HR

Today's Reality

Legal

Leadership

Sales

HR

Marketing

Procurement

IT

Facilities

Our Definition Of Work Has Changed

"Work-Life-Balance"

Our Definition Of Work Has Changed
"Work-Life-Balance"

Work is what you do, not where you go

But when you do go to an office, how should it adapt to meet the new realities?

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Our Definition Of Work Has Changed

- Zones of Collaboration
- Hierarchy of Needs
- Unlocking the Collaboration Code
- Distance Does Matter
- Radical Co-location vs. Deep Work
- Third Wave of Collaboration
- Global Companies & Future Workspace

Remote Worker Predictions

By 2020:

- 2012: 60% office-based workers will be remote (Sawers)
- 2015: 73% mobile out of total workforce (International Data Corporation)
- 2016: 40% working remotely (Gallup State of American Workforce)
- 2017: 22% working partially or fully from home (Bureau of Labor Statistics)
- 2017: 64% Millennials with flexible locations (Deloitte Survey)
- 2017: Yahoo, BofA, Aetna, IBM reduced/eliminated telecommuting
- 2018: 50% US workforce remote (Forbes)
- 2019: 16% fully remote, 66% allowing remote work (TelentLMS)

*Remote workers: at least 3 days a week remotely and only have one employer at the moment*

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Zones of Collaboration

- Nomadic Camp
- Resident Neighborhood
- Arrival
- Network Operations
- Collaboration Zone
- Community Cafe
- Executive Leadership

In the Wake of WeWork Tsunami

In 2020:

- **Continued Investment Flex space industry**
- **Co-living growing rapidly**
- **Coworking 3.0**
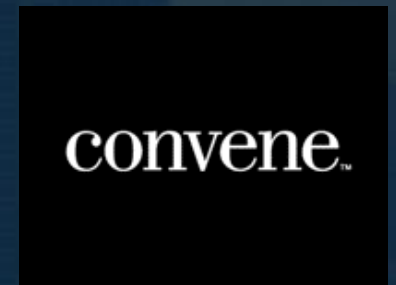
Flexible Space Design Evolution

M Moser, NYC

Nixon Peabody, NYC

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Flexible Space Design Evolution

Ikea, Sweden

Nook Pods

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Interconnected Communities
The Sense of community is the "experience"

Zones of Collaboration

Zones of Collaboration
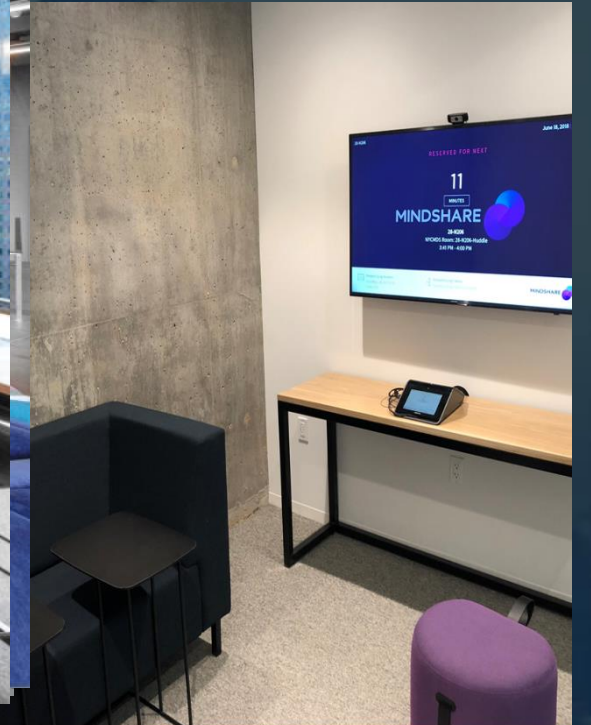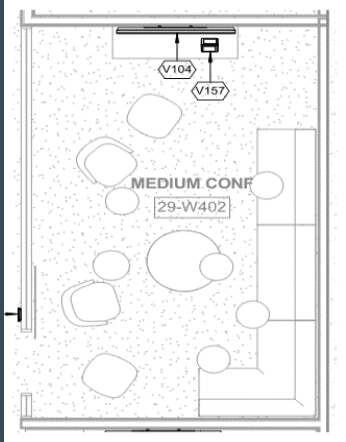
The experience must be consistent

How do I book a space?
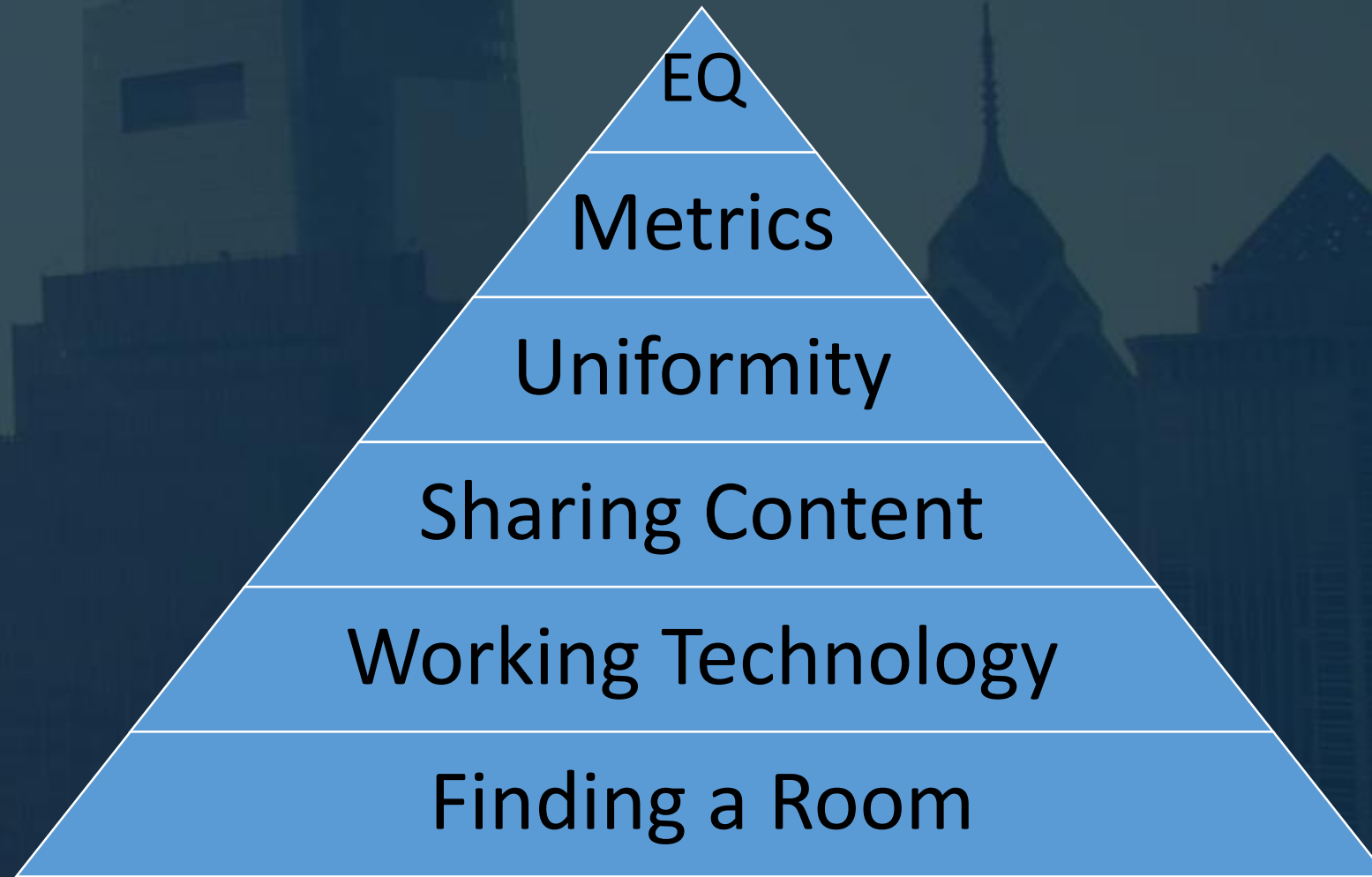
How do I plug in?

How do I dial a call?

Mobile

Desk

Huddle

Conference

Conference Room Hierarchy of Needs

- EQ
- Metrics
- Uniformity
- Sharing Content
- Working Technology
- Finding a Room

Unlocking the Workspace Collaboration Code

Successful Communication Equation

- Engagement +
  - Interacting with people within your social group
- Exploration +
  - Interacting with people in many other social groups
- = Energy
  - Interacting with more people overall

Alex Peltand, 2012. The New Science of Building Great Teams.
Harvard Business Review

Unlocking the Workspace Collaboration Code
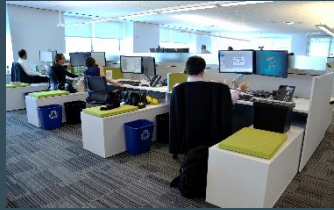
Flexible Seating

Assigned Seating

|	
Rapid Prototyping Iterative creativity Brainstorming Small group idea refinement	Cross-Pollination Silo-busting Increased creativity More innovation
Individual Productivity Personal productivity Focused individual work Deadlines	Group Efficiency Team productivity Focused group work Project Development

Collisions
Increase
Positive
Outcomes

Private
Offices
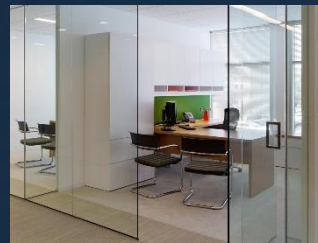
Open
Plan

2014 Harvard Business Review
Workplaces That Move People

Digital Workspace Collisions

- File-sharing, Chat and E-mail
  - On-line engagements increase with the number of users
- Engineers who shared physical office 20% more likely to stay in touch digitally than those who worked elsewhere
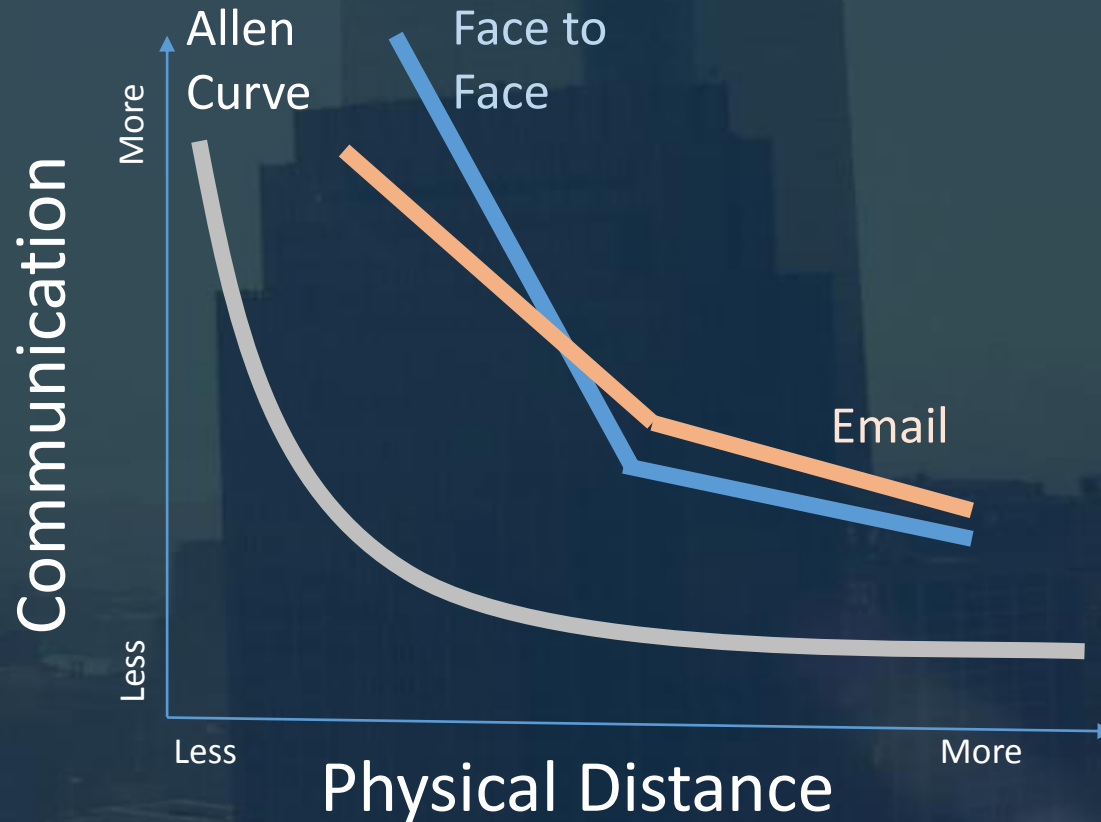- Upgrades of cycles of buildings are not synced with technology advancements

    - *Thomas Allen, Managing the Flow of Technology. MIT Press*

Zoom

Google Hangouts

Cisco Teams

Microsoft Teams

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The Allen Curve

We are 4x more likely to communicate with someone sitting 6 feet away than 60 feet

The Allen Curve Hold True For Collaboration technology: Communication still correlates to distance.

"As distance-shrinking technology accelerates, proximity becomes more important." (Waber)

Thomas Allen, 1977. Managing the Flow of Technology. MIT Press and Ben Waber, 2013. People Analytics, FT Press

Radical Co-Location Nomadic Workforce

Distributed teams

Concentrating productivity

- Break problems into parts
- Closer proximity to peers
- Continuous small team meetings (or one large)
- Shared work on large displays

Results

- Rapid advances in productivity
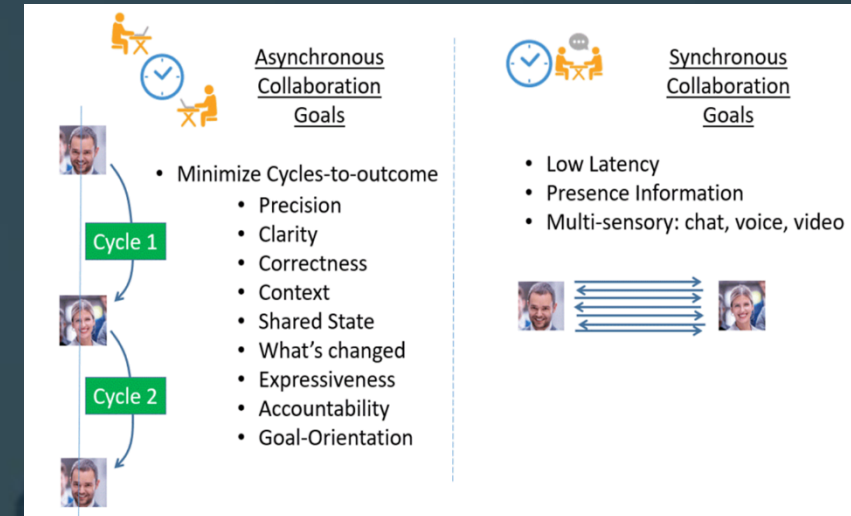- Greater sense of social well-being

Radical Co-Location Nomadic Workforce

- Emphasis on session prep and follow-up
- Private space and individual work
- Virtual meetings have similar requirements
  - Flexible interfaces for sharing in multiple meeting context
  - Content easily be referred to in the moment and found again later
  - Software wraps around the live experience Social channels, seamlessly escalate modalities, congregate virtually

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Deep Work Collaboration

Asynchronous Collaboration Goals

- Minimize Cycles-to-outcome
  - Precision
  - Clarity
  - Correctness
  - Context
  - Shared State
  - What's changed
  - Expressiveness
  - Accountability
  - Goal-Orientation

Cycle 1

Cycle 2

Synchronous Collaboration Goals

- Low Latency
- Presence Information
- Multi-sensory: chat, voice, video

Five trends causing shallow work to overwhelm Deep Work:

- Open office plans
- Real-time collaboration
- Interruption coworkers
- Meeting overuse
- Busyness as a visible proxy for productivity (always available)

Riding the Waves of Collaboration
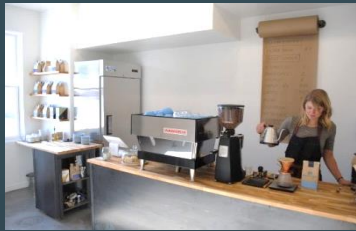
1. Deliver a Consistent Product
2. Deliver an Ecosystem
3. Deliver an Customizable Experience
4. ?

    • Deliver Data-driven Behavior
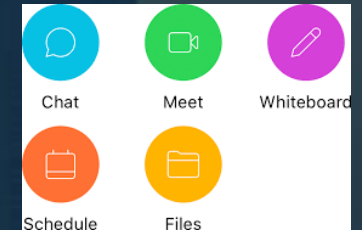
Global Companies and Managing Collisions at Scale

- Treat buildings as communication tools
  - More open environments and denser workspace to promote interactions
- Optimize collisions in virtual space
  - Make Collaboration as easy and effective as possible
  - Identify the Community managers, responsible for
    - Bridging facilities, technology and corporate communications
    - Creating virtual collisions, making it easy connect through online and social channels

Future of Co-Working Spaces

- Spaces that use data to adapt to how people work
  - WeWork vs. Convene
  - Reproducing communities, social interaction
- Offer spaces that foster exploration and creativity
- Wellness and Reflection
- Buildings and software operate on conflicting timescales
  - Software is optimized for speed and upgrades
  - Buildings are optimized to stand the test of time

Jennifer Magnolfi, Founder
Programmable Habitats

Future Workspace: AI & Programmable Habitats

- Spaces specifically design for convergence of human work and machine interaction
- Digital information as spatial, beyond confines of the computer screen
- New forms of collaboration as part of the physical space to attract new talent
- Walls and furniture become the real-estate for software interaction

Jennifer Magnolfi, Founder
Programmable Habitats

AIX Framework for Advancing AI Technology

- Level 1: Efficiency
- Level 2: Personalization
- Level 3: Reasoning
- Level 4: Exploration

Dr. I.P. Park, LG @ CES 2020

# Future Workspace: Programmable Habitats

- Distributed networks will influence how workers are organized
- How we collaborate on-line will become the way spaces are designed
- Teams will become skilled at integrating machine assistance
- Greater manipulation of complex data systems independent of geographic location

Jennifer Magnolfi, Founder
Programmable Habitats

Mobile Device for Digital Productivity in Workplace
Example
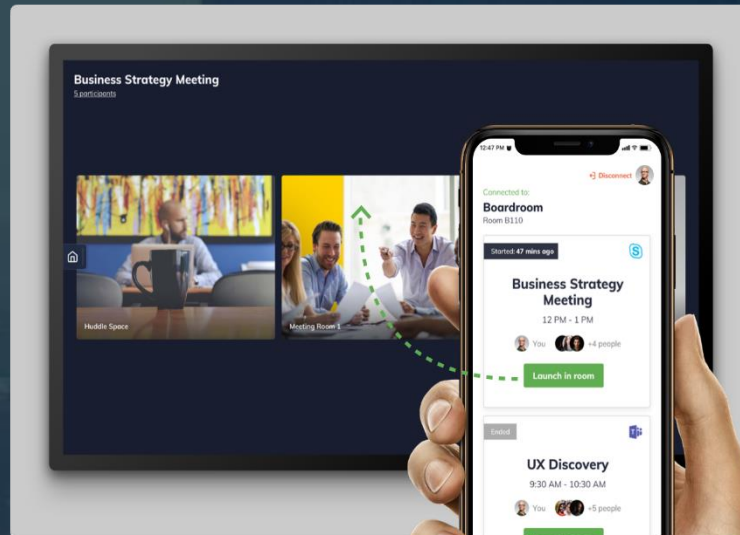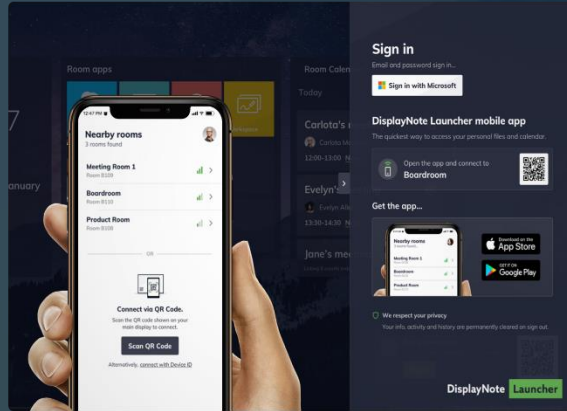
Conclusions

Get out there and start colliding!

- More interactions increase positive outcomes
- Design workplaces based on productivity, innovation and deep work
- Distance does matter, make the most of your radical co-locations
- Design for the next wave of data-driven collaboration
- Co-Working space: optimized for technology advancements
- Design workspace based on how we collaborate on-line

"Imagine a co-working space built for maximum flow, original invention, and empowering culture. A place where you can shut off all distractions and dive deep into a problem, as well as sweep yourself up in a whirlwind of collaborative work."
-James Mathison (2016)

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