



Finding the workplace 'why?'

Create a workplace experience tailored to your unique culture and teams





To remain relevant, the future workplace could perform a range of different functions

From hotelification to alchemy, we have researched possible workplace scenarios that could unfold.

A common thread is creating spaces where knowledge can be exchanged and ideas can flow using food, drink and hospitality. They have a key role to encourage casual encounters between colleagues from different teams and allowing teams to enjoy serendipitous encounters for inspiration and relaxation.

One size does not fit all. Decision-makers will consider: what people are doing in the workplace; how much time do they spend there; and in which space types? The question is what value needs to be created in the office; focus, teamwork, social, culture, learning, privacy or other activities we haven't yet considered?

As food for thought when considering your future workplace we have envisioned our view of how these workplace scenarios could play out.

Hotelification is the repositioning of the traditional office environment as a high-end workspace with hotel-like amenities and services.

By providing luxurious engaging spaces, employees and guests will enjoy the buzz of visiting the office. There will be less focus on what employees do and more how they feel about their guest experience.

Employees will treat offices differently because they are using them peripatetically, attending for a conscious visit. The hotel-workspace will be a destination with service and environmental design opportunities baked in, devised to create magic moments for 'guests'.

The variety and choice of services provided by hotelification are also effective ways to convey the company's unique culture.

workplace hotelification



A warm welcome



Concierge style services



5 star dining



Speciality coffee



Cocktail nights



Team celebrations




Residencies by a Michelin starred Restaurateurs



FOOD FOR THOUGHT

59% 59% of employees would consider taking a job with a company that offers better well-being benefits than their current employer. Deloitte 2022

“Workplaces need to be beacons of warmth and hospitality to motivate employees to come.” Harvard Business Review

 Ideas to develop workplace hotelification

The Social workplace

Social workplaces will be designed to connect people so that personal interactions and catch-ups can easily happen.

The social workplace will be a community space for employees to collaborate and socialise.

Food, drink and hospitality will be key in creating interactions and spontaneous moments.

Food has the power to:

- impact physical performance
- improve cognitive ability
- enable water cooler moments where ideas spark.

Business leaders will devise ways for the office to be used as a social space. Ideas could include community outreach, volunteering, hobby clubs and site-based activities, like gardening.

FOOD FOR THOUGHT

25%

The Journal of Occupational & Environmental Medicine argued that employees who eat well are 25% more likely to perform better. *BMJ*

“ ”

“Quality relationships provide support and help build self-worth, which both lead to feelings of happiness.”

Harvard Business Review



Ideas to develop a social workplace



Bar nights



Social outdoor spaces



Places where social serendipitous moments can occur



Events



Community outreach opportunities



Celebrations



Street food festival in the courtyard



Team building culinary masterclasses in the kitchen



Team wellbeing in the work market garden

The alchemy workplace

For the journey 'to be worth it', employees need to achieve more than just work - because they can already do that at home!

Employees want workplaces effective in supporting their ability to focus on their work. The alchemy is to transform these simple tasks into an employee experience of great value.

To achieve alchemy, employers will need to understand individual needs and align the workplace to meet them. By embracing inclusivity and diversity, workplaces will be able to provide meaning and purpose to the employees' visit.

Alongside intentional-based activities employees should have access to a range of other amenities. Professor Jeremy Myerson in his book 'Unworking: The Reinvention of the Modern Office' suggests these could include concierge-style services, technology support, bicycle maintenance, exercise and well-being, from gym classes and meditation to nutrition.



Pop up bicycle maintenance services



Nutrition and wellness sessions

FOOD FOR THOUGHT

83%

83% of employees would return to the office at least one additional day per month if their office provides their ideal mix of experiences. Gensler

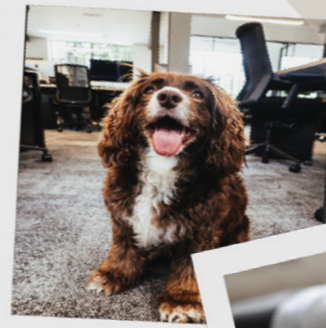
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“The workplace is a strategic tool in influencing peak performance of employees and realising business goals.”

Zurich University



Annual medical check & MOT



Pet friendly offices



Informal breakout space that facilitates casual interactions



Meditation classes



IT support and training



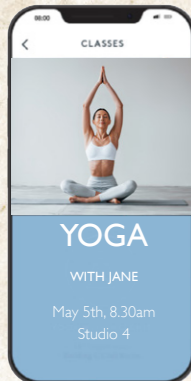
Ideas to develop a healthy workplace

Employees want to feel good when they come to a workplace. Future ambitions could be for employees to leave the workplace feeling better and healthier than when they arrived.

There are many ways a workplace can be healthy - from fresh air and a gym, to exercise and nutritional advice sessions.

In addition, the workday and workplace facilities should be structured to inspire employees to move around. For example, choosing the stairs over a lift will encourage movement and more social circulation. All of these will positively impact physical and mental well-being.

Employees will expect sustainability to be baked into the workplace, from policies and architecture to interior design and natural outdoor areas including plants and gardens.



The Wellbeing workplace



Work fitness & running clubs



Nutritional tech that 'talks' to smart wearables



Wholesome, healthy treats



Great gym kit challenging classes and expert PTs



Fitness and dance classes



Nutrition and wellness advice



Nutritionally balanced food



On-site grown produce



Ideas to develop a healthy workplace

FOOD FOR THOUGHT

59%

59% of employees would consider taking a job with a company that offers better well-being benefits than their current employer. Deloitte 2022

“ ”

“Employee health and wellbeing is talent management – retaining and attracting good people.”

Sir Cary Cooper, professor, organisational psychology, University of Manchester

The digital workplace

The digital workplace provides a frictionless and smart employee experience throughout the building, from security, desk-booking and finding a colleague, to wellness and nudges for healthy food ordering.

Employees will have access to a fully integrated app to access both physical and digital resources. Each visit to the app is an opportunity for them to manage their workplace experience and discover other resources of benefit.

Interactions left by employees' 'digital breadcrumbs' when they book a meeting, order coffee or access IT services can be overlaid with building data to understand employees' preferences and behaviours. By building a unique profile, the app's AI could provide suggestions and nudges to optimise the experience for the employee.

VR and AR could be used to show customers the menu; a personalised view of dishes' native origin, how it's made and, the ingredients' provenance.

This smart space approach built on the Internet of Things, will provide a seamless and unique experience for the employee tailored to them.



Total employee control from workplace app



Use of augmented reality menus can bring dishes to life



Harnessing the power of virtual reality for immersive training experiences



Smart workplaces harness employee's digital footprint data to enhance the experience.



Employees focus on preparing for the meeting rather than reserving a venue

FOOD FOR THOUGHT

30%

30% of today's employees do not think that their workplace environment enables them to work productively
Leesman

“ ”

“Providing top-notch EX is not just lip-service; to maximise satisfaction it requires tailored interventions that focus on the critical moments that matter to employees”. McKinsey



Ideas to develop a digital workplace

The Tailored WORKPLACE

Smart use of consumers' data and machine learning allows consumers to have tailored experiences.

Everyone can use their Amazon account to find what they need and get recommendations about what they might need based on what they've already bought. Tailored workplaces will take their cue from this service experience.

Everyone has a mobile device, technology allows the facilities team to know who is in the building and where they are. Companies will use this data to provide employees with the ability to personalise their workplace experience, whether that's working in a quiet private space, or a vibrant collaborative hub.

A tailored employee experience takes into account what employees value; acknowledging life stage, personal circumstances, and even personality type.

Employees want to feel a powerful sense of agency in variety and choice in the workplace.



Informal catch ups



Cool places to hang out




Focus on ME! time



Social meetings



Vibrant & energetic hubs where serendipitous exchanges happen

 Ideas to develop a tailored workplace

FOOD FOR THOUGHT

16X People who report having a positive employee experience have 16 times the level of engagement McKinsey

“ ” “Employees are happiest and most productive when they control their work areas” Professor Allen, MIT Sloan



Private personal time

Join the conversation

bmcaterers.co.uk

#WorkplaceExperience



“Companies that create tailored, authentic experiences strengthen employee purpose, ignite energy, and elevate performance.”

MCKINSEY

References and sources **BMJ:** <https://oem.bmj.com/> **Deloitte Insights** <https://www2.deloitte.com/uk/en/insights/environmental-social-governance/employee-workplace-wellbeing-metrics.html.html> **Economist:** www.impact.economist.com/projects/rewriting-the-rules/pdfs/rewriting-the-rules-building-a-healthy-hybrid-workplace.pdf **Forbes:** www.forbes.com/sites/forbesbusinesscouncil/2022/01/07/how-companies-can-use-tech-to-improve-the-workplace-experience/?sh=4fdb2e4069d0 www.forbes.com/sites/tracybrower/2021/07/11/the-real-reason-to-go-back-to-the-office-hint-its-not-for-your-employer/?sh=6c18dec817ca <https://www.forbes.com/sites/forbesbusinesscouncil/2021/04/05/what-is-virtual-reality-and-how-can-it-be-used-in-the-workplace/?sh=61a56ff37a1e> **Future of Work Journal:** www.futureofworkhub.info/podcasttranscripts/2023/3/6/in-conversation-with-jeremy-myerson **Gensler:** www.gensler.com/news/press-releases/what-employees-want-from-the-office-2022 **Harvard Business Review:** www.hbr.org/2019/11/the-truth-about-open-offices **HQO State of Workplace Experience Report 2023:** www.hqo.com/resources/downloadable-resources/the-state-of-workplace-experience-report-2023-edition/ **Leesman Index:** <https://www.leesmanindex.com/our-research-insights/> **MIT Sloan** <https://sloanreview.mit.edu/article/toxic-culture-is-driving-the-great-resignation/> **McKinsey** www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/this-time-its-personal-shaping-the-new-possible-through-employee-experience **Personnel Today:** <https://www.personneltoday.com/hr/occupational-health-and-hr-working-together-prof-sir-cary-cooper-interview/> **Planon:** www.planonsoftware.com/uk/resources/blogs/choosing-the-best-fit-iiot-platform-for-smart-buildings/ **Qualtrics:** www.qualtrics.com/ebooks-guides/employee-experience-trends-2022/ www.qualtrics.com/blog/safety-and-well-being/ **Travelperk** www.travelperk.com/blog/the-future-of-office-spaces-6-things-employees-really-want/ **Worklife:** www.worklife.news/spaces/wtf-is-hotelification-and-how-can-companies-cash-in-on-the-workplace-trend **Zurich University:** www.researchgate.net/profile/Adegoke-Oyewo