

WE @ World Workplace Charlotte, NC



Wednesday, Oct 3rd – come in on Tuesday night and join us for dinner!
8-10:00 Official WE@ World Workplace Event - FREE!

Thursday and Friday
Exclusive WE Track: 2 Days / 16 Leading-edge Workplace Presentations

WEelcome!

May WE:binar
“Cross-Sector Trends Influencing
Workplace Experience”

Featuring...



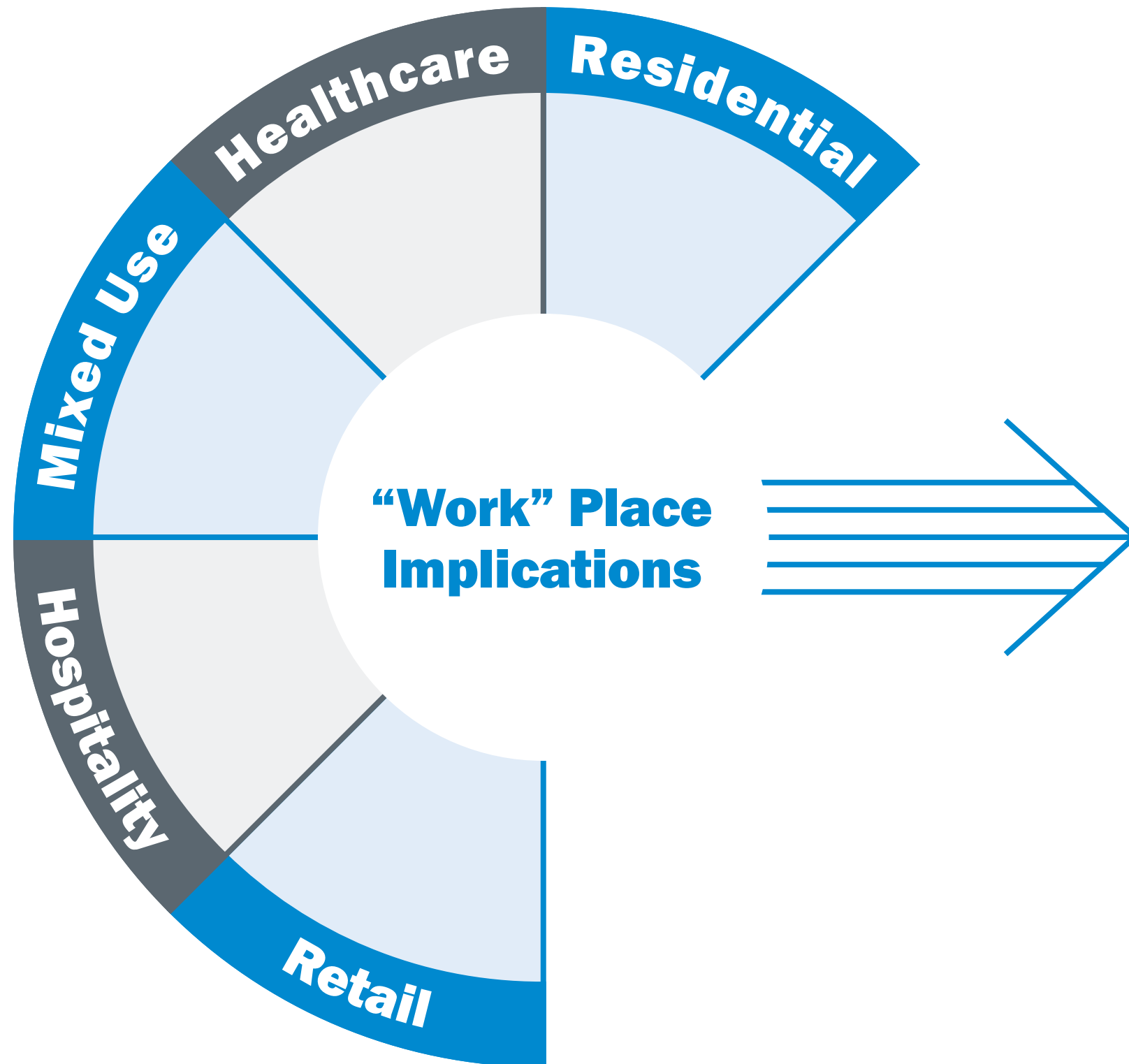
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Cross Sector Trends Influencing Workplace Experience

Top-3 Sector Trends



Setting the Stage for:

"Delivering"
Work(place) Experience
in the Future

-
- Places
 - Experiences
 - Services
 - Partner(s)

Top-3 Sector Trends



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Residential

The Experience of Living

- 1. Urban/Hospitality Lifestyle**
- 2. Down-size Living Spaces,
Up-size Amenities**
- 3. Sustainability and Technology**



1. Urban/Hospitality Lifestyle

Urban experience is about walkability, vibe, and city amenities.
Hospitality experience is about service, comfort, and escape.

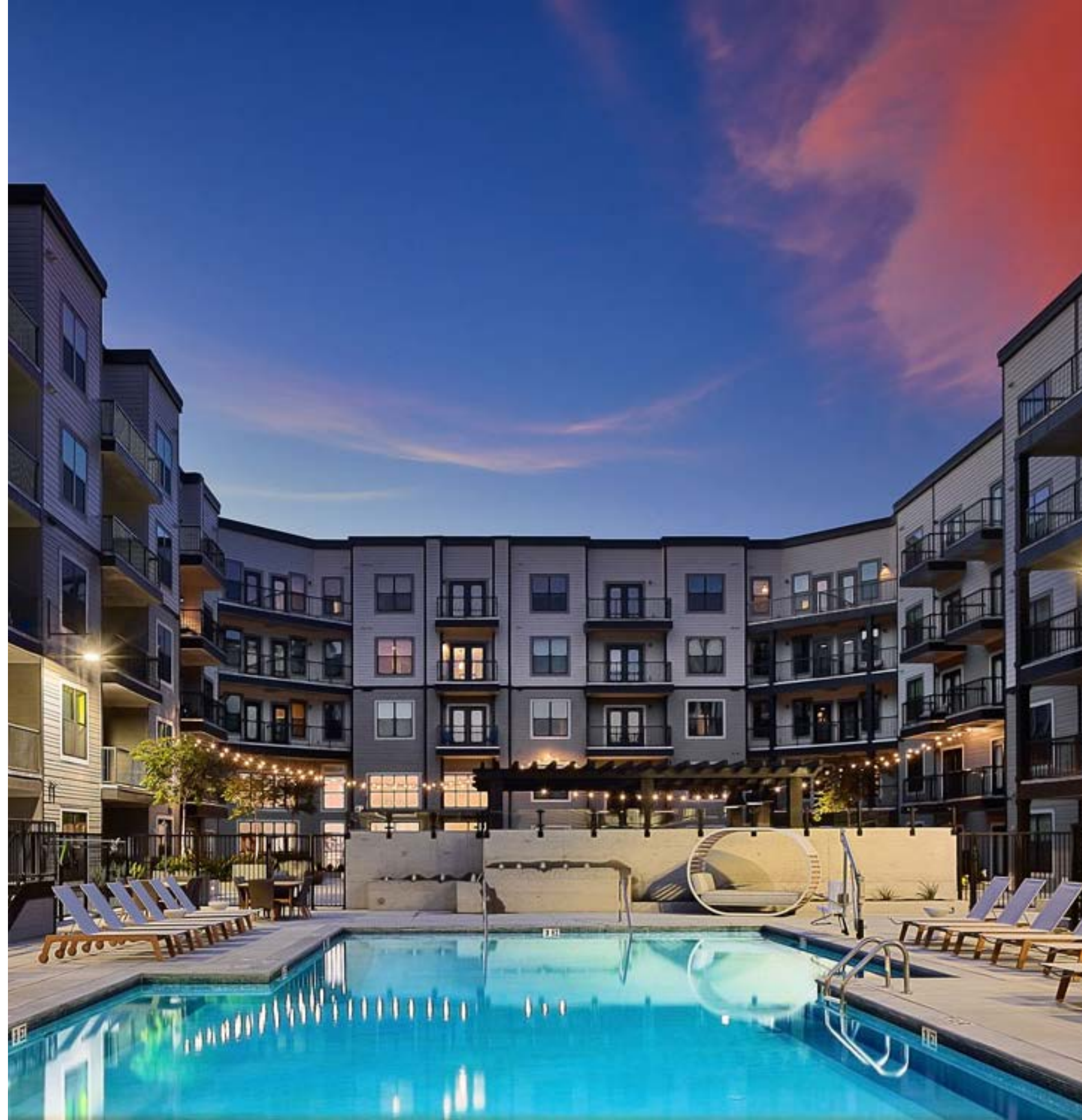
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2. Down-size Living Spaces, Up-size Amenities

Common areas are expanding to accommodate residents' needs for socializing or as ad hoc living spaces.

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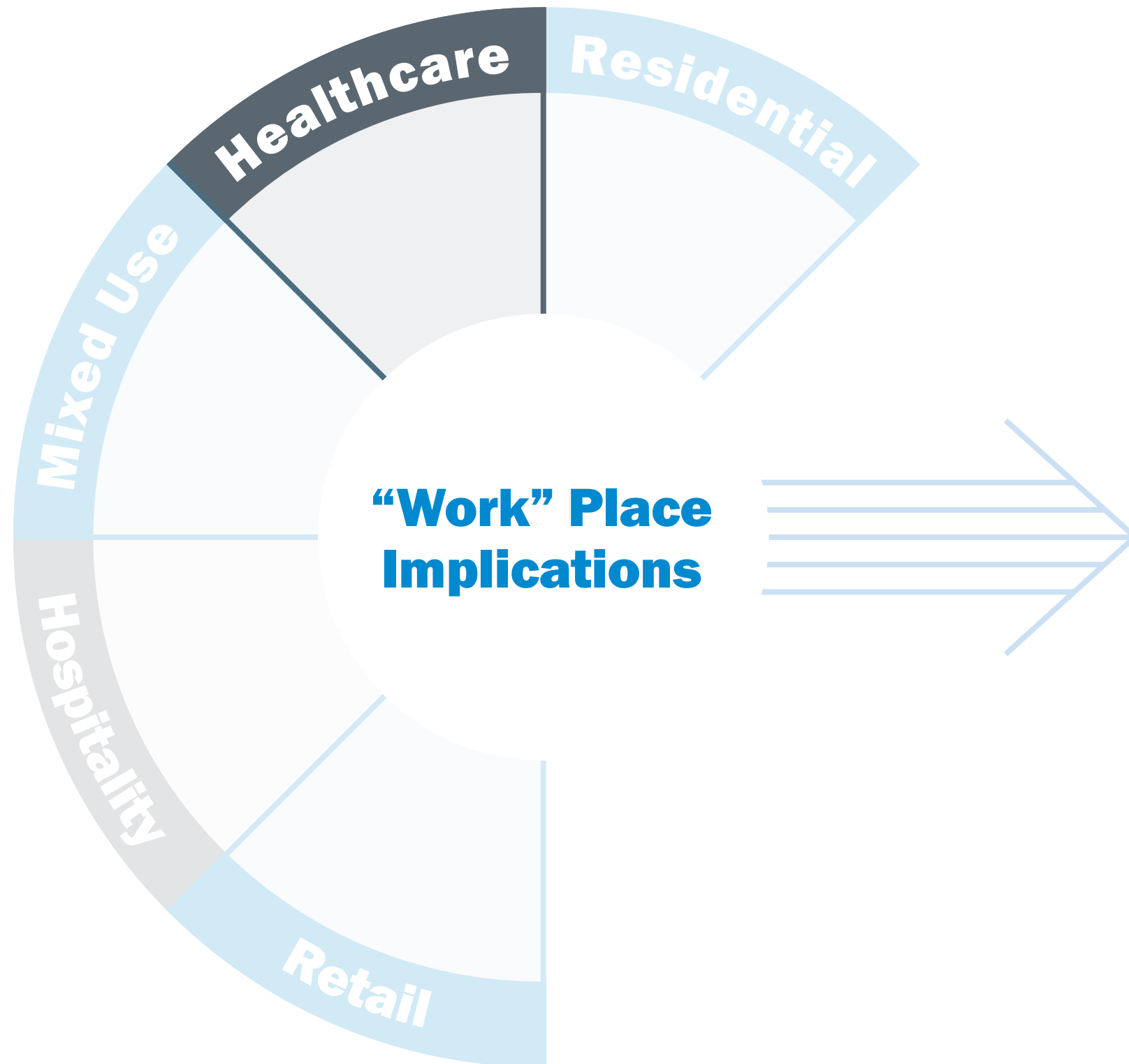


3. Sustainability and Technology

Residents are looking for features that demonstrate environmental consciousness and give them more control of their surroundings.



Top-3 Sector Trends



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Healthcare

The shift towards quality and value

1. Patient Consumerism

2. Ease of Access

3. Improved Outcomes





1. Patient Consumerism

Provide freedom to control ambient environment and connection to nature.
Using evidence-based design to improve patient experience and outcomes.





2. Ease of Access

Telemedicine, community-based care, and remote clinical consultation and monitoring allow ease of access.



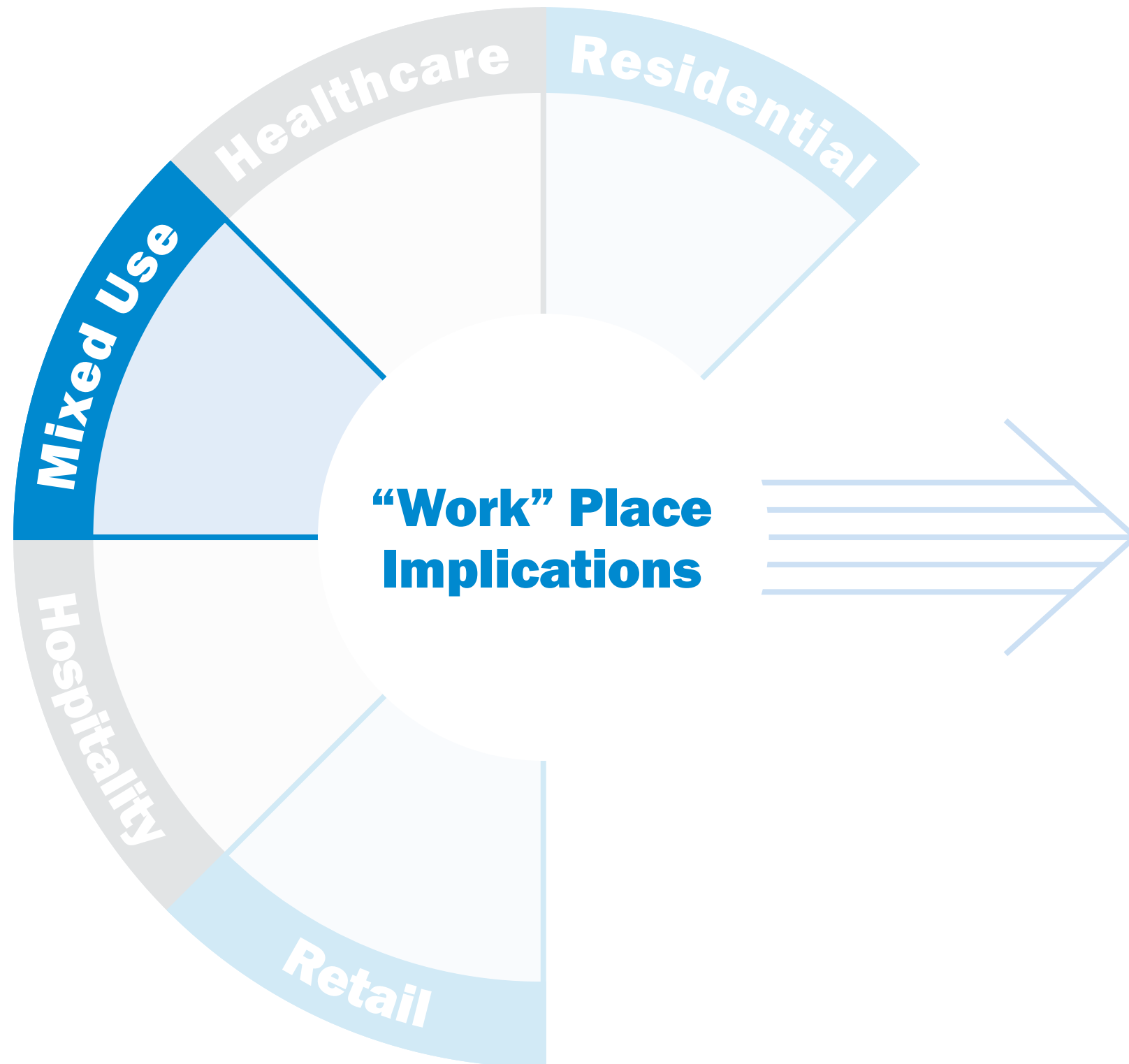


3. Improved Outcomes

Layouts facilitate workflow and flexibility with “Lean” processes. Respite areas support physical, emotional, and psychological wellness.



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Mixed Use

Experience drives sales!

1. Focus on Community

2. Activation / Programming

3. Transportation Planning





1. Focus on Community

Providing public spaces and community events creates the modern community center.





2. Activation / Programming

Focus on the user experience.



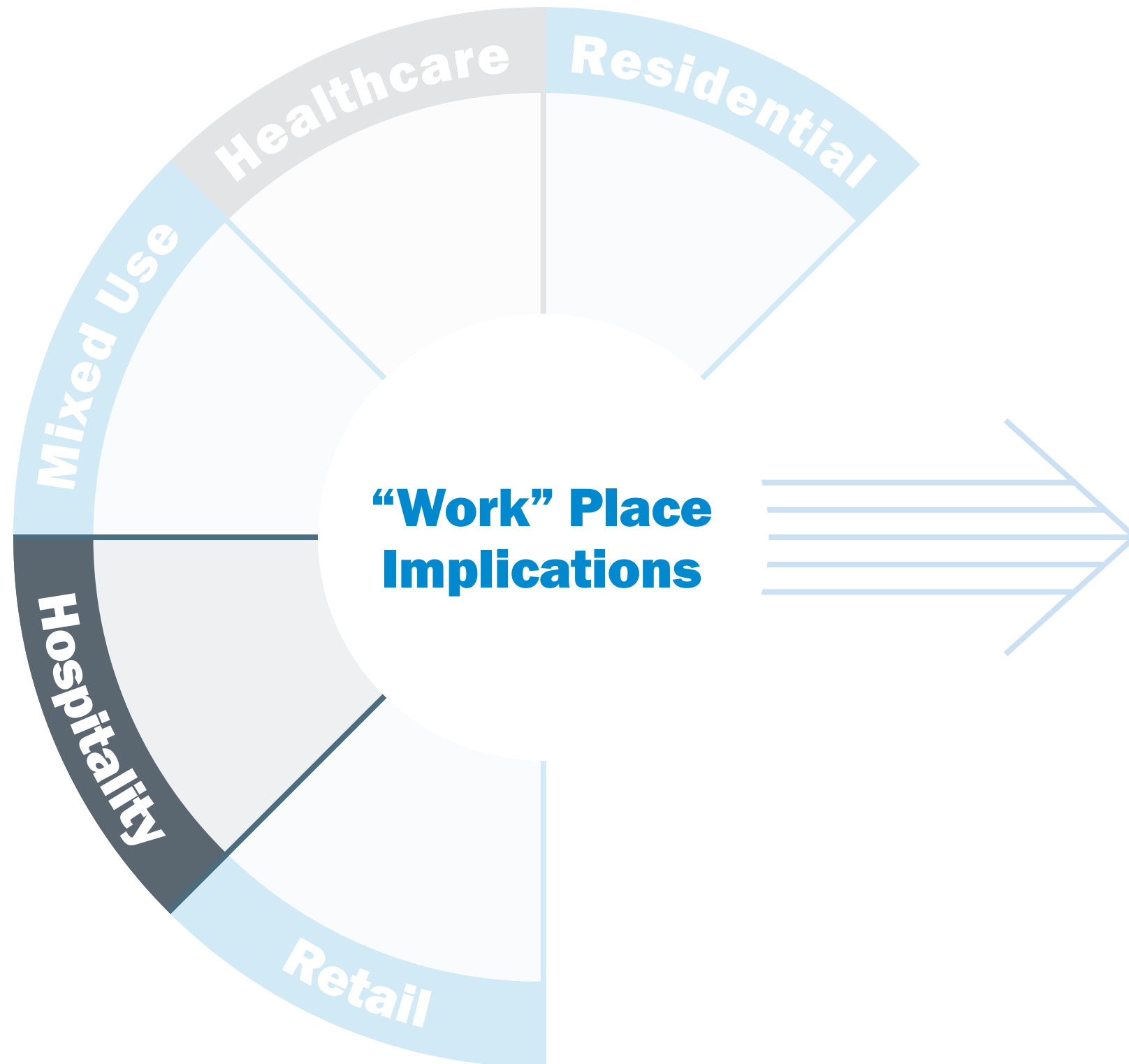


3. Transportation Planning

Shared economy, shaping cities, and enabling economic activities to promote community interaction that enhances the quality of life.



Top-3 Sector Trends



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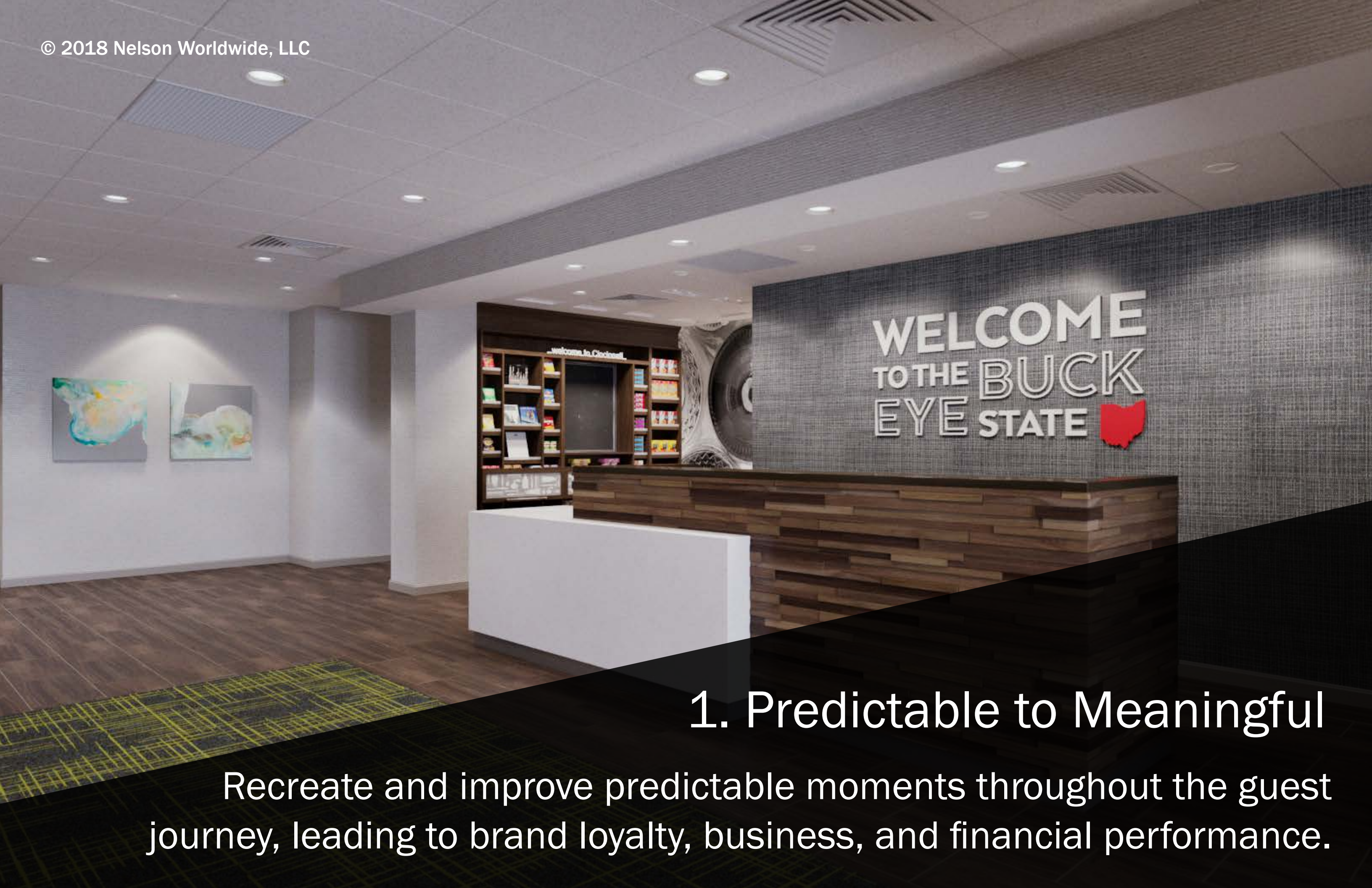
-
- Places
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Hospitality

Putting the Hospitality back in Hospitality

- 1. Predictable to Meaningful Experiences**
- 2. Public Space Activation and Socialization**
- 3. Flexibility and Customization**





1. Predictable to Meaningful

Recreate and improve predictable moments throughout the guest journey, leading to brand loyalty, business, and financial performance.

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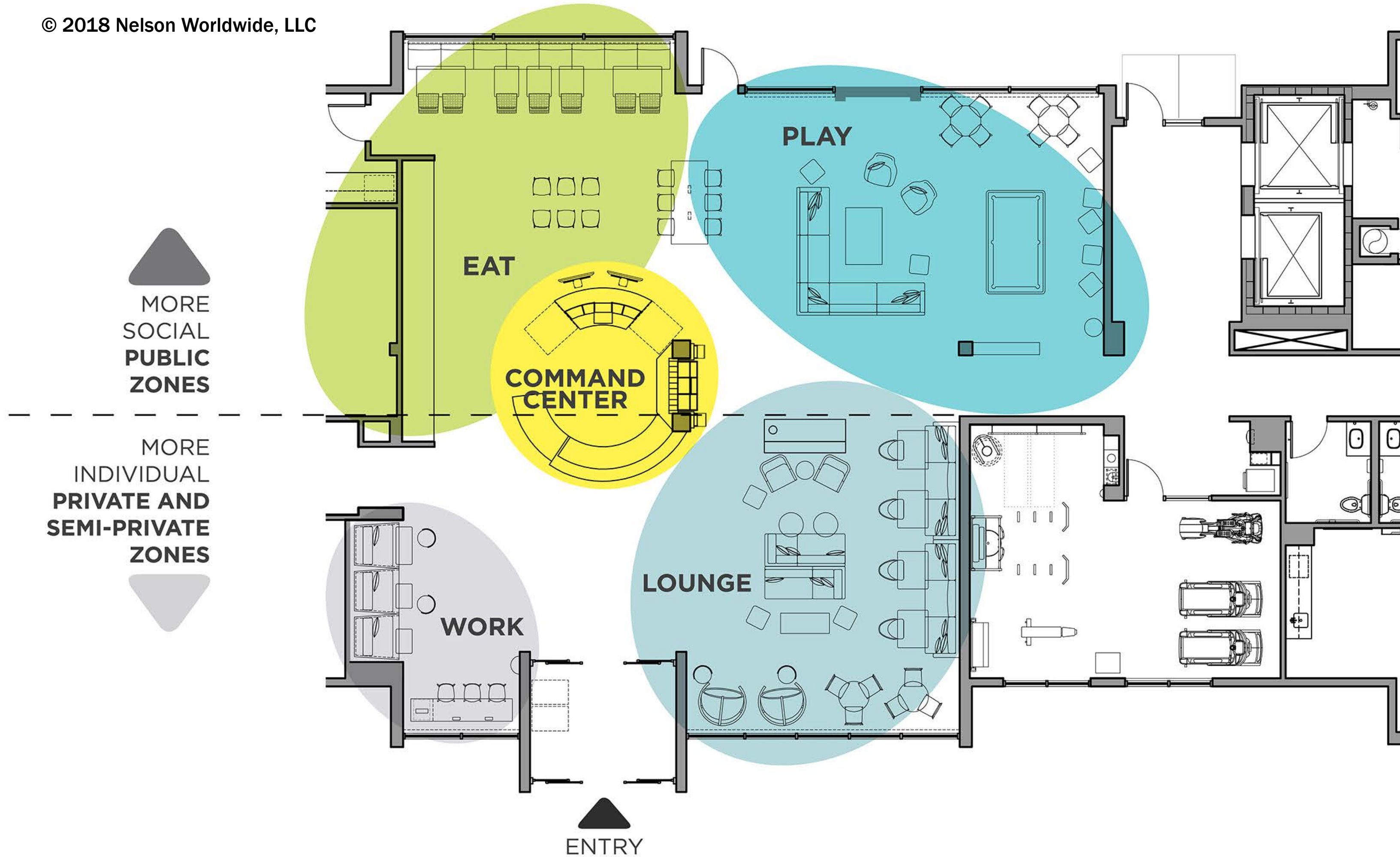
A composite image featuring a storefront for a business named 'TREATS'. The storefront has a large mural of several large, silver, cylindrical canisters or silos. A sign above the entrance reads 'welcome to nashville'. To the left, a framed photograph of two large metal silos is overlaid with the word 'dream.' in a large, white, sans-serif font. The storefront also displays various snacks and drinks on shelves and in a refrigerated display case. The overall theme is related to food and beverages, specifically mentioning 'SIPS - SNACKS - SUNDRIES' and 'TREATS'.





2. Public Space Activation and Socialization

Understand and deliver on guests' needs.



EAT



PLAY

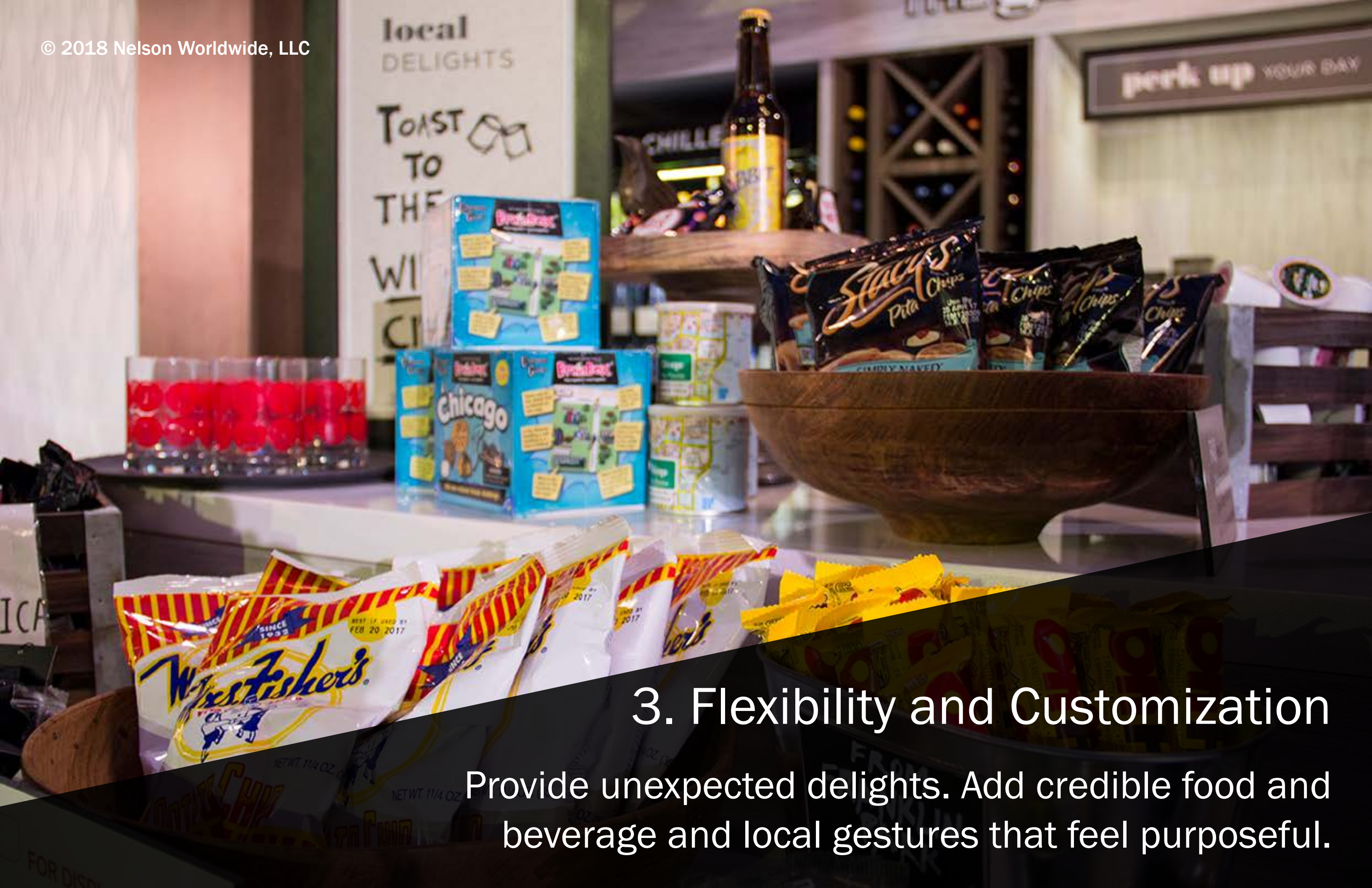


WORK



LOUNGE



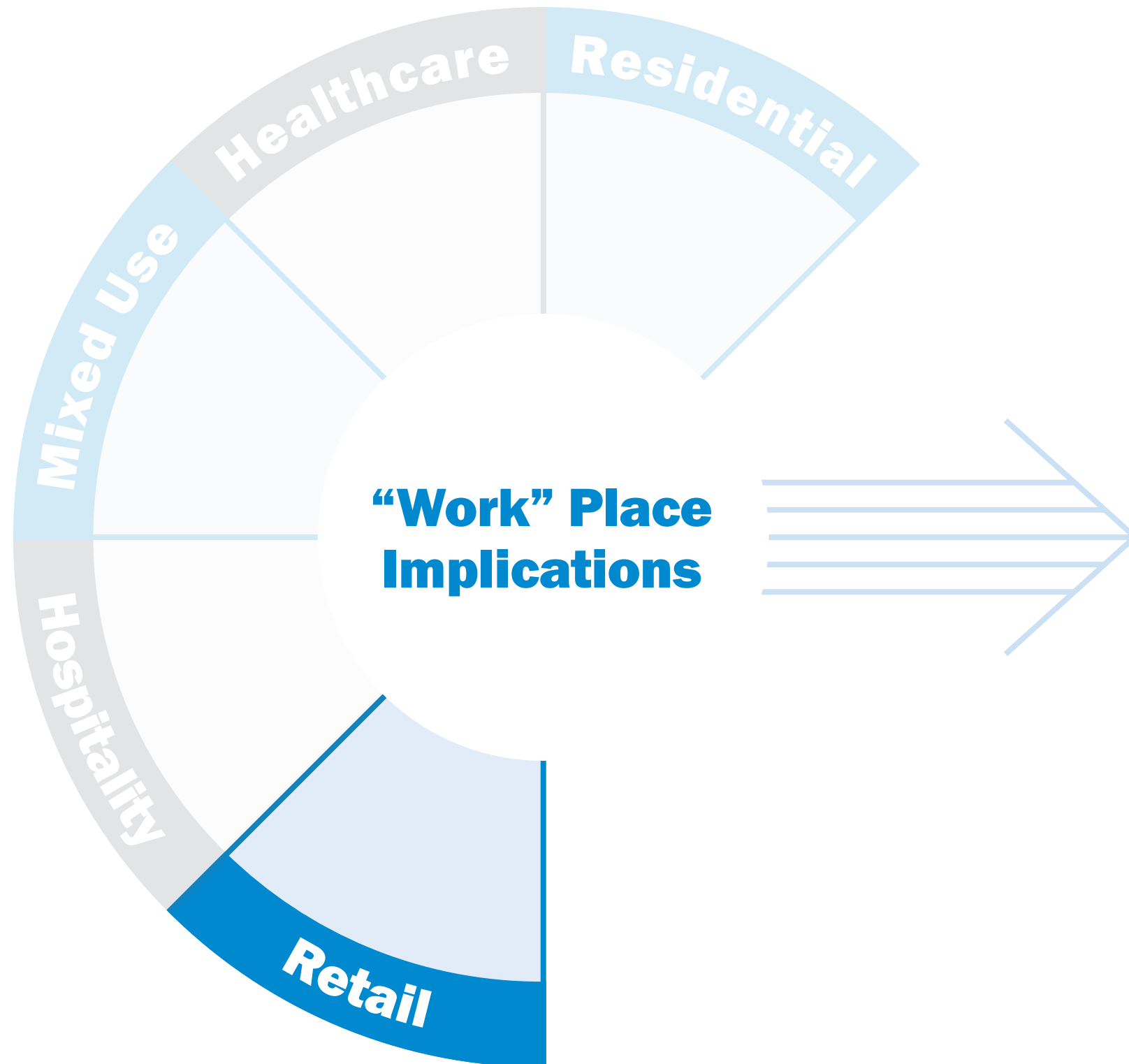


3. Flexibility and Customization

Provide unexpected delights. Add credible food and beverage and local gestures that feel purposeful.



Top-3 Sector Trends



Setting the Stage for:

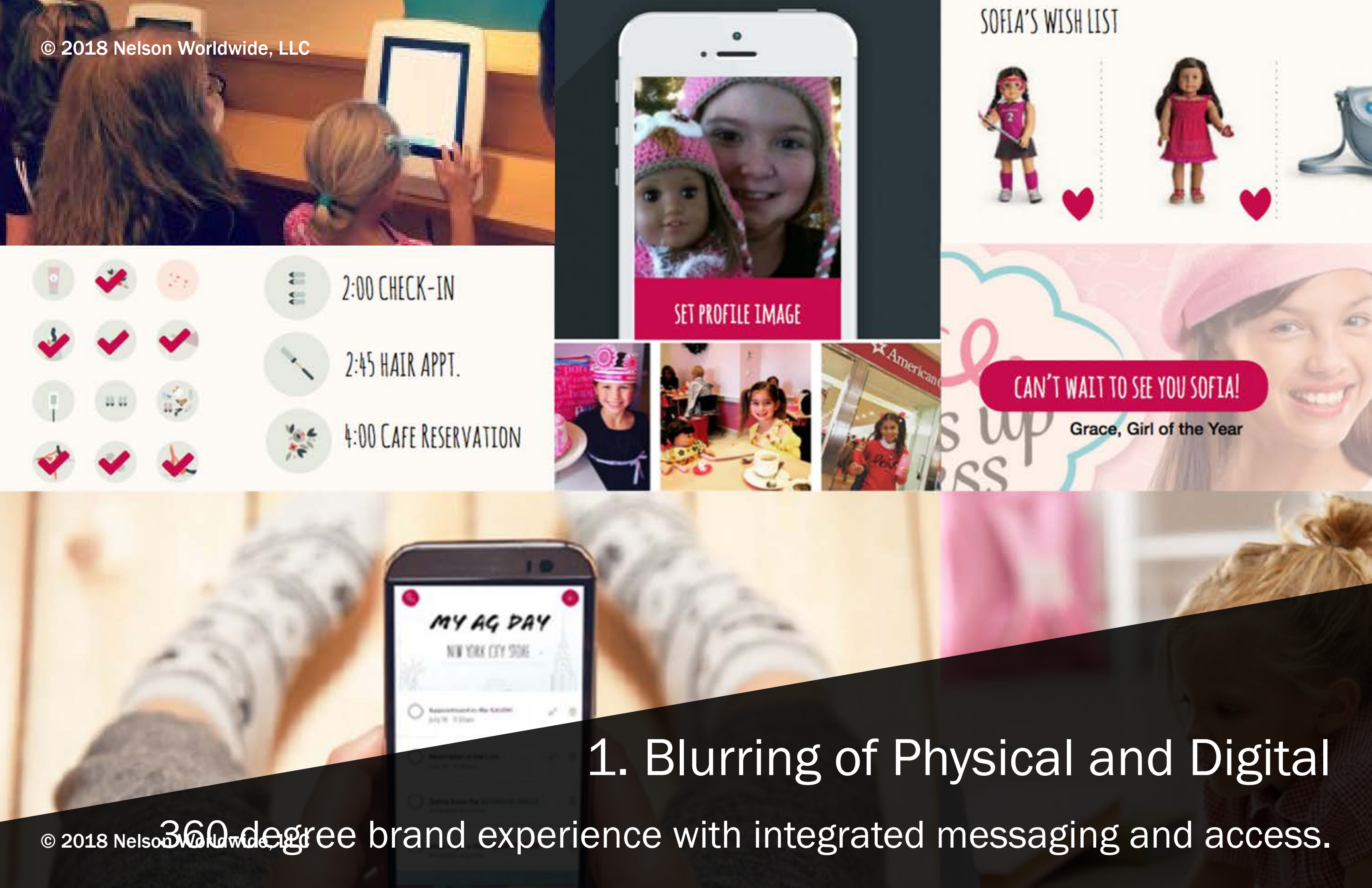
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Retail

Seismic shifts in consumer engagement

- 1. Blurring of Physical and Digital**
- 2. Experience Takes Precedent over Product**
- 3. Personalized Engagement and Experience**

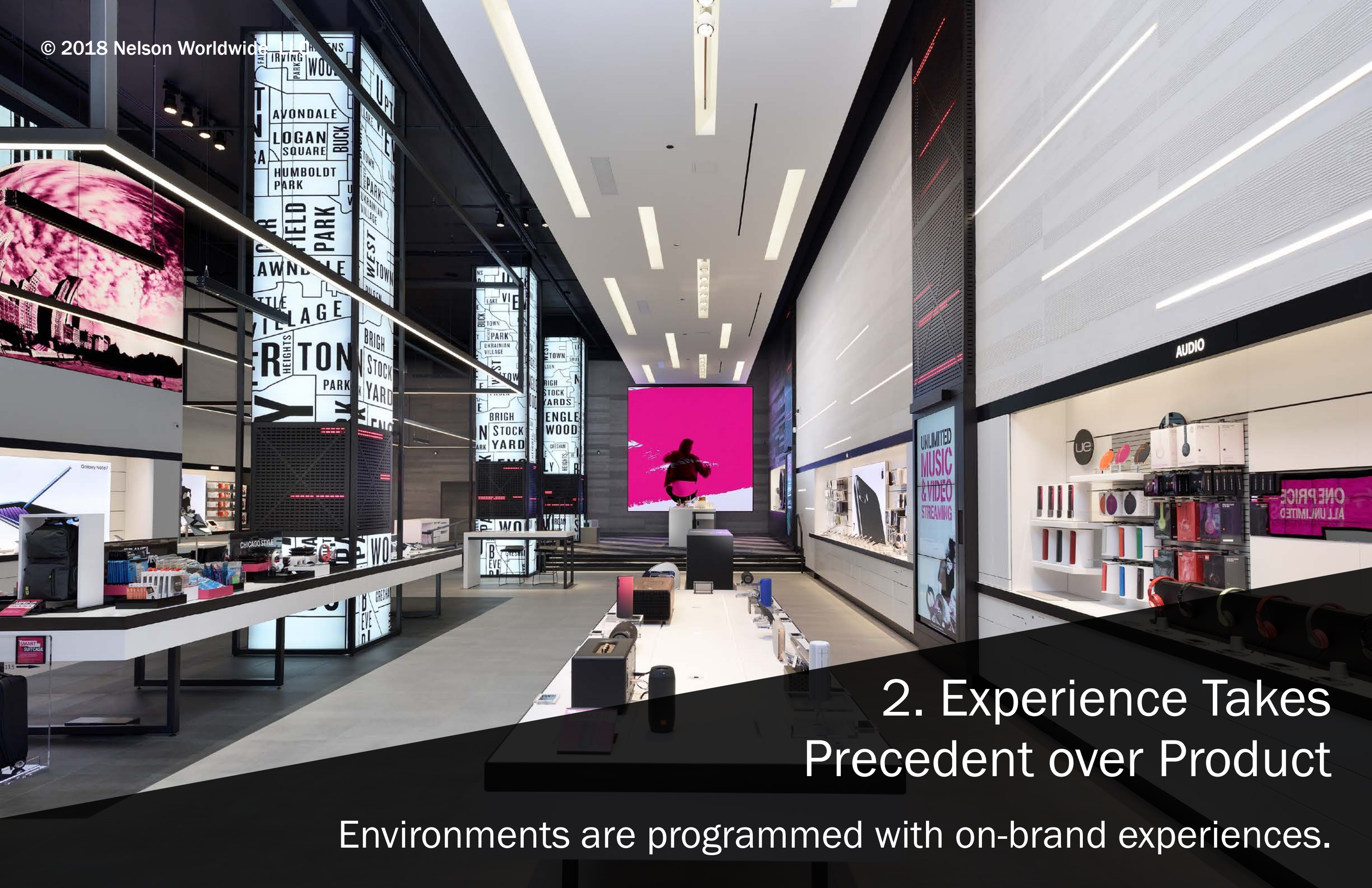


© 2018 Nelson Worldwide, LLC 360 degree brand experience with integrated messaging and access.

1. Blurring of Physical and Digital







2. Experience Takes Precedent over Product

Environments are programmed with on-brand experiences.







3. Personalized Engagement and Experience

Experiences, products, and fulfillment are customizable.



Pick-up

Before you go
add chips and a drink
\$2.50

Make It A Meal
+ \$2.50
Pair sub with a 21 oz. drink and a side (apples, 2 cookies, or chips).

Drinks

Fountain	21 oz. 0-310 cal	\$1.99	Milk 100/200 cal	\$1.69
	30 oz. 0-450 cal	\$2.19	Coffee 12 oz.	\$1.60
	40 oz. 0-640 cal	\$2.49	Coffee 16 oz.	\$1.75
	Bottled 0-300 cal	\$2.19		

Sides

Apples 35 cal	\$1.50	Soup 140-135 cal	\$2.59
Chips 130-340 cal	\$1.99		
Cookies 200-230 cal	\$0.89		

Extras

Bacon	80/140	\$0.75	\$1.50
Deluxe	25-130/50-200	\$0.75	\$1.50
Double Meat	50-200/100-520	\$1.50	\$3.00
Extra Cheese	40-60/80-120	\$0.50	\$1.00
Avocado	60/120	\$0.75	\$1.50

Signature Subs

Steak & Cheese 180/760 cal	\$5.59	\$8.99
Chicken & Bacon Ranch Melt 610/1220 cal	\$5.59	\$8.99
Italian B.M.T.® 410/820 cal	\$4.99	\$7.79
Tuna 480/960 cal	\$4.99	\$7.79
Spicy Italian 480/960 cal	\$4.99	\$7.79
Meatball Marinara 480/960 cal	\$4.99	\$7.79
Cold Cut Combo 360/720 cal	\$4.39	\$5.99
Chipotle Steak 480/950 cal	\$5.59	\$8.99

Kids' Meal \$4.99
Includes one 6" sub on 9-grain wheat, apple, & low fat white milk or Honey Smo®.

Roast Beef 540 cal
Turkey Breast 300 cal
Veggie Delite® 290 cal
Kids' Meal with Honey Smo® deduct 60 cal.

Subway Fresh Fit®
These 6" subs are less than 400 calories, low in saturated fat and contain 24g of whole grains.*

Rotisserie-Style Chicken 350/700 cal	\$5.59	\$8.79
Subway Club® 310/620 cal	\$5.59	\$8.79
Oven Roasted Chicken 520/1040 cal	\$4.99	\$7.79
Turkey Breast 280/560 cal	\$4.99	\$7.79
Roast Beef 520/1040 cal	\$5.59	\$8.79
Veggie Delite® 230/460 cal	\$4.39	\$5.99
Black Forest Ham 200/400 cal	\$4.99	\$7.79
Sweet Onion Chicken Teriyaki 370/740 cal	\$5.59	\$8.79

Gluten-Free Bread™ 340 cal. +\$1.00 per 6" sub

Breakfast
Egg or Egg White*

Egg & Cheese 350/700 cal	\$4.69	\$5.99
Bacon, Egg & Cheese 400/720 cal	\$4.69	\$5.99
Steak, Egg & Cheese 440/780 cal	\$4.69	\$5.99
Black Forest Ham, Egg & Cheese 410/820 cal	\$4.69	\$5.99
Turkey, Egg & Cheese 420/830 cal	\$4.29	\$5.99

\$6.99 Signature
Full of flavor with a footlong's worth of n...

Severy Rotisserie-Style Chicken Caesar 730 cal
Turkey, Bacon & Avocado 800 cal

Coffee

Just the
Subway
Hot

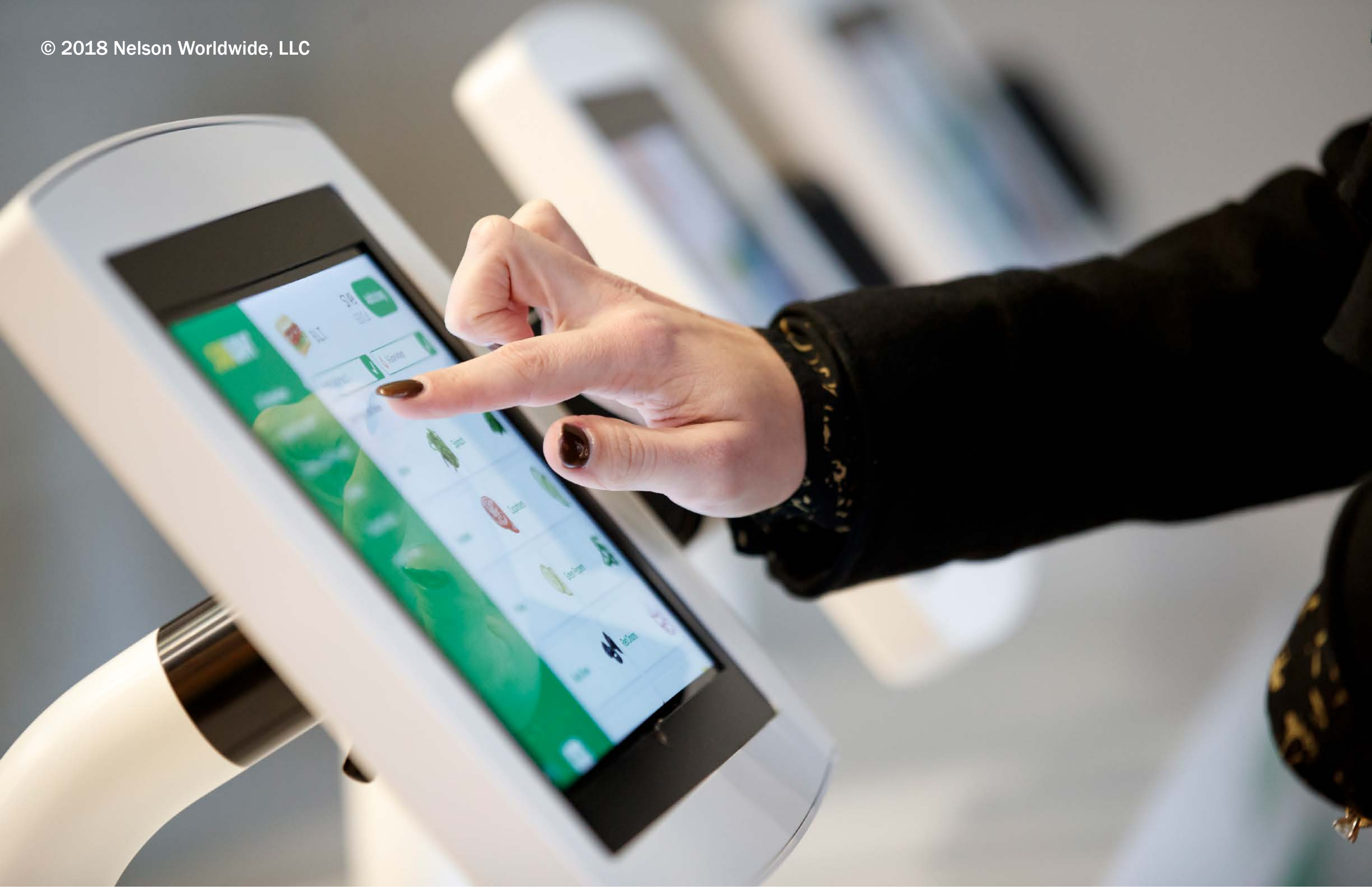
you like it

Small Large

Color it with flavor.

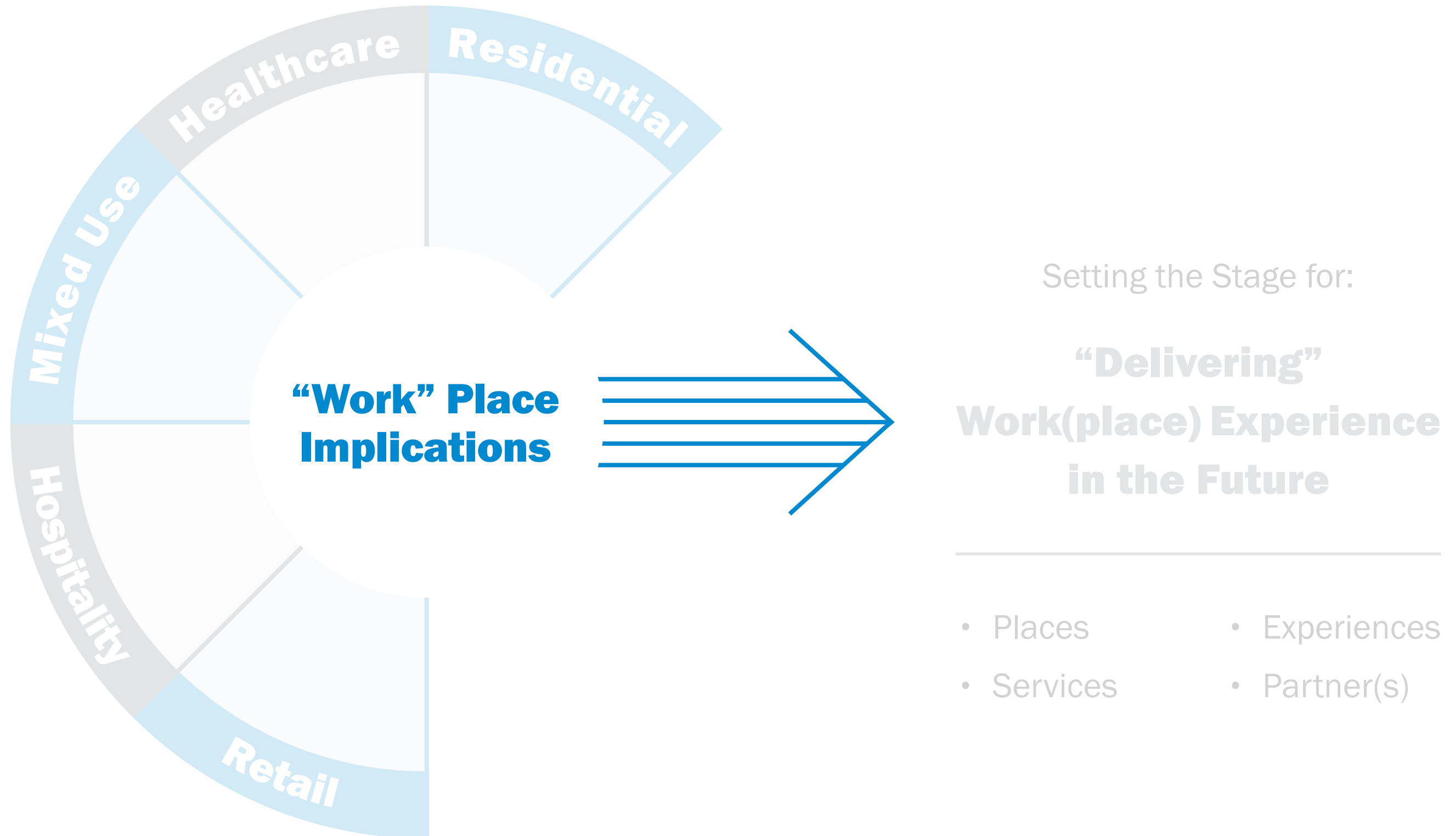


Choose





Top-3 Sector Trends



Recommendations



- Places
- Services
- Experiences
- Partner(s)

1. Engage Associates & Partners in Co-Creation

2. Empower Community Managers

3. Exploit Technology

4. Enliven Spaces with Activities Programming

5. Embody Employer Brand

Recommendations



- Places
- Services
- Experiences
- Partner(s)

1. Engage Employees & Partners in Co-Creation

- Identify and quantify measures to establish a baseline for the current level of user “involvement.”
- Engage your internal and external business partners.
- Identify points of integration in a “Journey Map” of the employee workplace experience.
- Research “innovation” models used in other parts of your core business.
- Conduct user focus groups on adopting “next” workplace solutions.

Recommendations



- Places
- Services
- Experiences
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2. Empower Community Managers

- Empower community managers to deliver a delightful user experience.
- Identify opportunities for empowerment.
- Have real estate, human resources, and information technology enable these improvements.

Recommendations



- Places
- Services
- Experiences
- Partner(s)

3. Exploit Technology

- Inventory existing tools and technology.
- Assess current technology utilization by employees.
- Assess employee communications to promote the availability and use of tools.
- Assess the current use and effectiveness of social media at work.
- Assess current use of technology in integrating key elements of the physical and digital experience.

Recommendations



- Places
- Services
- Experiences
- Partner(s)

4. Enliven Spaces with Activities Programming

- Assess current level of “activation” and programming to compare to best practices in other sectors.
- Engage users about what events and happenings they would like to see taking place in these spaces.

Recommendations



- Places
- Services
- Experiences
- Partner(s)

5. Embody Employer Brand

- Evaluate the expression of your employer brand in the workplace.
- Determine ways to optimize and evolve the workplace experience to express your unique brand as an employer.

Final Insights

- Choice and access to a variety of physical work settings and related digital services must be comfortable and convenient.
- Workers can utilize settings and services in ways that are customized to their needs and preferences that may vary daily.
- Integrated settings and services that are offered must allow for people to create their own individualized workplace experience according to what they prioritize as most meaningful to them.



THANK YOU!

Q&A

Next Months **WE**:binar...

*Anticipatory Design Strategies:
Using Design Strategy To Help
Organizations Face Uncertainty*

Join us on June 21st
11:00 AM EDT

