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## Workplace Insights

### Determining a Workplace Strategy: The Best Recipe for Success

Today, many companies are providing fully remote or hybrid work options for their employees. In this new paradigm, these companies may be sitting on real estate that is either not being used or no longer functions for how the business now operates.

If this describes your company, how do you decide what can be planned for the space? Are there opportunities to create something that not just “works” for the business, but instead takes it to an unexpected level? Perhaps you just want something new and different but aren’t sure what that “something” is.

Here at Hixson, we employ our Workplace Strategy Design approach when working with clients in this situation. This approach combines art and science to help our clients determine the solutions that will work best for their organization over the long term. It is a multi-step process that involves key stakeholders from the client’s team and the Hixson team to create the ultimate solution for project success. The process involves these three key steps:

**1. Empathize.** Hixson begins the process by listening carefully to who the client says they are, AND who they want to be. We go beyond the public persona of the company and approach these first steps with

a student mentality. We want to learn as much as possible about the company including:

- How does the business operate? How must/will it operate in the future?
- How has the culture responded to the challenges of the past several years? What does the culture of the company want to be?
- How do employees describe the company? How will they describe it in the future?
- What are the company’s objectives, goals, and aspirations? How have these changed in recent years and if so, how have the associates responded to these changes?

With this information in mind, we look to see how these insights impact the workplace and supporting environments. Is there anything missing? How can/will these changes positively affect the business

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and assist it in accomplishing its long-term objectives? The new design must reflect the expected outcomes for today, while supporting visions of what the workplace will be for years to come.

**2. Discover.** At this step, Hixson conducts a deeper dive with key stakeholders. We hold visioning sessions and charettes: collaborative, interactive meetings that help drill into key details from multiple perspectives documenting both visual and verbal outcome statements. An outcome of this step is an Opportunity Report that outlines the key findings and direction setting resulting from these sessions. In addition, during this phase we help identify associate and leadership focus groups to ensure that a wide range of voices are included. This is where the project and program really start to take shape and will ensure the success of the future phases.



**3. Visualize.** In the final stages of Hixson’s Workplace Strategy approach, the “rubber meets the road.” At this point we start to work on visualizing key details of what the new work environment will entail. We look at the proposed ideas, determine/confirm proposed workflow optimizations, and start laying out block plans. This will allow us to confirm adjacencies, space allocations required, and the level of finish to help bring the client’s vision to life.

Is it possible to complete a workplace project without these steps? Of course! A project without these initial steps will still have chairs, desks, computers, meeting spaces, etc. However, following an intentional path using this type of approach can yield a workplace design that incorporates critical information gathered through communication, data gathering, and validation. The end result is a space that effectively aligns the workplace with the individual company culture and long-term business needs while incorporating the needs of the associates who work within it.



## CONTACT US

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