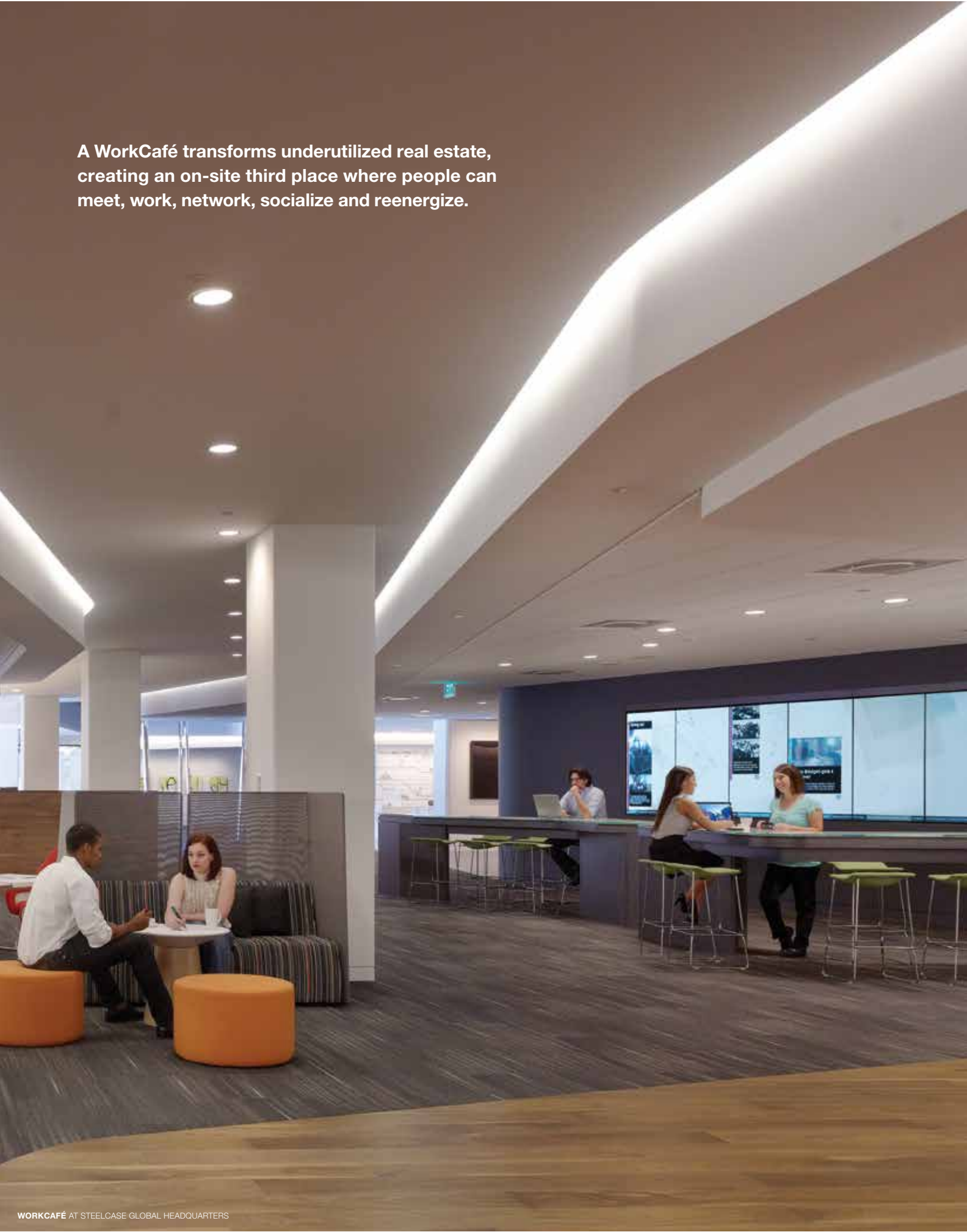


# **WORKCAFÉ IDEABOOK**

A WorkCafé transforms underutilized real estate, creating an on-site third place where people can meet, work, network, socialize and reenergize.



WORKCAFÉ AT STEELCASE GLOBAL HEADQUARTERS

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Understanding WorkCafé

# A NEW ERA OF WORK

## Where does work take place?

Business tasks today are more varied and more challenging. Workers are increasingly mobile and distributed. They often leave the office for a coffee shop or other third place, which separates them from coworkers, organizational resources and culture.

## Creating coveted destinations

A WorkCafé is a dynamic space that connects people with colleagues, their work and their organization. It transforms traditional corporate cafeteria real estate into destinations for connection, collaboration, focus and innovation.

31%

of full-time employees do most of their work away from their employers' location.  
*Flex + Strategy / February 27, 2014*

### ON-SITE DESTINATION THAT LEADS TO EMPLOYEE ENGAGEMENT

Unlike a typical corporate cafeteria, a WorkCafé provides a combination of working and dining that activates underutilized real estate and fosters employee productivity and wellbeing in measurable ways.

# WORKPLACE TRENDS

## On-site third spaces

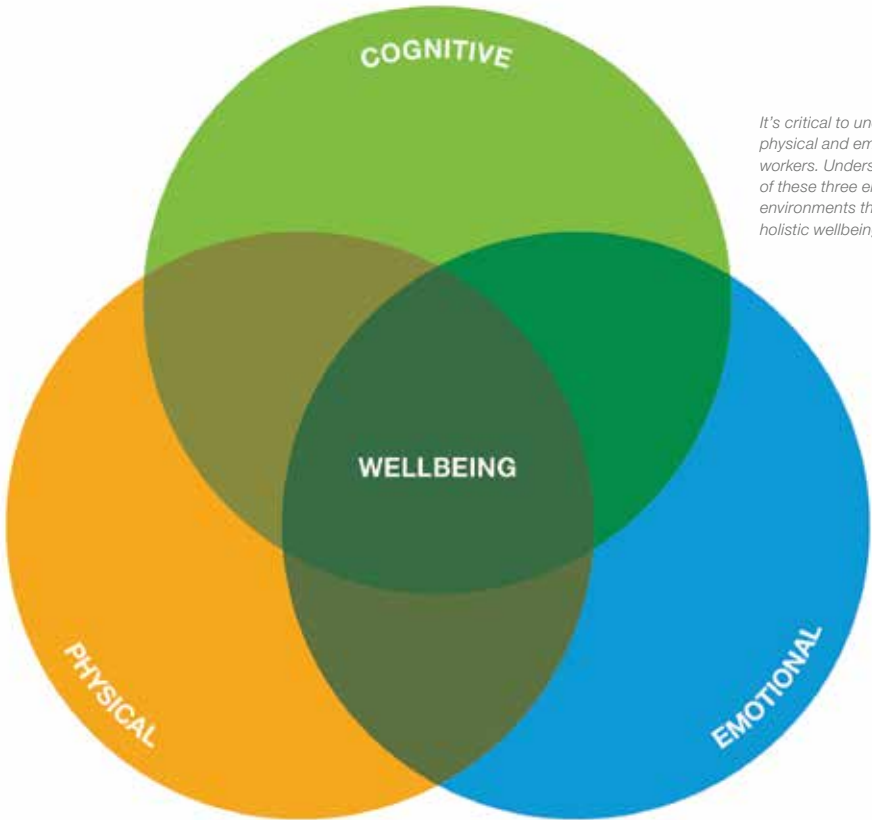
Mobile technology allows employees to work anywhere—in third places outside the home or workplaces that combine work and socializing. Yet off-site locations such as coffee shops sacrifice easy collaboration with coworkers and offer little in the way of privacy, ergonomics or effective workspace.

Offer employees an on-site third place instead, where they can take a break from their usual workspace, choose from spaces ranging from individual to large group settings, and maintain close connections with colleagues and the organization.

## Short-term space appropriation

As work becomes more mobile and companies implement shared desking strategies, employees increasingly desire workspaces to call their own, even if just for a short period of time. Here they can collaborate with others in formal and informal settings, work on their own, refocus and rejuvenate.

# WELLBEING



*It's critical to understand the cognitive, physical and emotional wellbeing needs of workers. Understanding the interdependency of these three elements allows us to create environments that will best support the holistic wellbeing of people at work.*

### Cognitive

A WorkCafé is a multisensory environment where workers can choose the level of stimulation that they want—from bright, high-energy areas to more contemplative spaces—based on their mood and task. The ability to choose and control one's workspace is essential to cognitive wellbeing.

### Physical

To help refresh the mind and body, a WorkCafé offers refreshment, not only during meal times but also during early and late work sessions, as well as access to outdoor spaces. It also supports a healthy palette of postures—sitting, standing and moving.

### Emotional

Space can encourage social interactions that are important to emotional health by helping people connect over coffee or a meal, making it easier to meet and collaborate in a variety of settings, and offering simple ways for distributed users to connect via well-integrated technology.

# The power of the WorkCafé

## INCREASING TRUST RELATIONSHIPS

36%

Employees who eat together in large groups are 36% more likely to communicate outside lunch hours.

## BUILDING BRAND AND CULTURE

84%

84% of workers say they stay most connected to organizational information via team meetings.

99%

99% of employees would like more company information to be available.

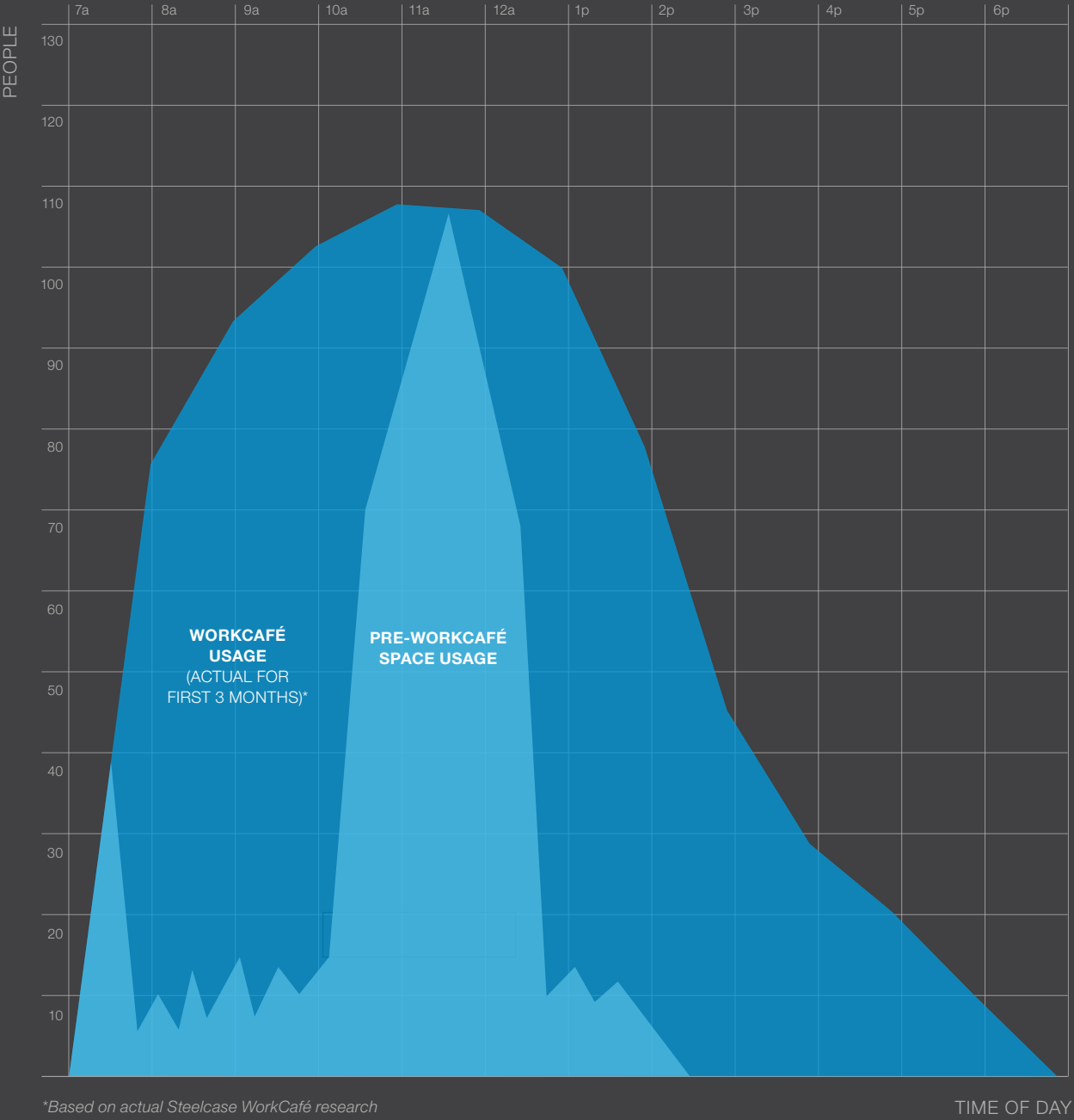
## SUPPORTING WELLBEING

91%

91% of employees say it is important to have a space where they can recharge and reenergize.

49%

49% of workers say they don't have a space where they can recharge and reenergize.



Activity in a typical cafeteria spikes during breakfast and lunch hours, with some activity at break times. Closing time is usually early afternoon. Leveraging the same real estate with a WorkCafé creates a dynamic, multifunctional hub, the most convenient place to eat, meet, focus and collaborate at any time of the day.



# PLANNING A WORKCAFÉ

CREATING A WORKCAFÉ WHERE PEOPLE ACTUALLY WANT TO GO TO WORK, MEET, COLLABORATE AND INNOVATE REQUIRES BALANCING A NUMBER OF NEEDS.

## Public

Allowing employees to be accessible to others.

## Socializing

Increasing opportunities for impromptu meetings and conversations.

## Local

Providing services during local work hours.

## Planned

Offering reservable spaces and tools.

## Permissions

Allowing employees to engage the space based on their personal needs.

## Hosted

Providing guidance and exploring additional services.

## Private

Providing settings for privacy and quiet.

## Working

Supporting both working and connecting with others simultaneously.

## Global

Supporting global and distributed workers with early and late hours.

## Impromptu

Providing settings that support spontaneous interactions.

## Rules

Creating protocols that support the space to function in a seamless manner.

## Self-serve

Supporting experiences that employees navigate on their own.



# KEY ELEMENTS

THE WORKCAFÉ STRATEGY COMBINES THREE KEY ELEMENTS TO CREATE AN ATMOSPHERE, INFRASTRUCTURE AND METHOD OF OPERATION FOR A SUCCESSFUL WORKCAFÉ.



## DESIGN ATTRIBUTES

Architectural elements, lighting, artwork, artifacts, sound and other elements of the overall design create the vibrant, welcoming ambience of the WorkCafé.



## TECHNOLOGY INTEGRATION

Technology must be seamlessly integrated in order to support effective use of the dynamic spaces in a WorkCafé, which in turn facilitates high performance for every user.



## HOSTING CHARACTERISTICS

Hosting services help employees feel connected to the organization and to each other. When people feel welcomed and assisted with their needs, they know they are valued.



# KEY ELEMENTS DESIGN ATTRIBUTES

Design elements create the ambience of a WorkCafé and, to a great extent, influence worker reaction. Employees consistently identify “atmosphere” as the number one reason for using the WorkCafé for both individual and group work.

The elements of a WorkCafé design are specific to each company and brand. Explore design attributes with key partners to ensure that they reflect desired branding, organizational culture and the intended overall WorkCafé experience.

Things to consider:

staging

lighting

music

scent

inspiring artifacts

artwork





# KEY ELEMENTS

## TECHNOLOGY INTEGRATION

Technology can support information sharing, content creation, effective collaboration for local and distributed workers, and a better work experience.

Services for workers (power, wi-fi, presentation support, content sharing tools, etc.) should be immediately apparent and useful. Support for tech issues (part of hosting) helps improve technology integration too.

### Personal

Integrated technologies can impact personal preference and convenience to maximize employee productivity. As an example, scheduling technology integrated into shared spaces assists workers (remotely or on-site) in selecting the best place for their work process and workstyle.

### Organizational

An integrated technology platform supports monitoring, measuring and managing the space to help run it efficiently. Generating data on usage patterns can help accelerate decisions about managing the space, including information about consumption, which can help minimize energy costs.





# KEY ELEMENTS HOSTING CHARACTERISTICS

Hosting is ultimately about making employees feel connected to the organization and to each other. Making employees feel welcomed and supported lets them know they are valued by the organization. The right host can also help break down silos within groups by connecting people, activating relationships and facilitating the correct use of tools, technology and space.

In addition, WorkCafé hosting services, whether self-service or facilitated, symbolize how an organization recognizes the challenges of work/life integration for employees working in a 24/7 global environment.

Hosting services that support individual needs:

calling a cab for guests

helping with luggage

personal lockers

ATM access

food and beverage offered in a consistent way throughout the day

personal concierge services that help to improve employee productivity

Hosting services that support work needs:

printing needs and worktools that can be checked out by employees (flip charts, markers, Post-it®, whiteboards)

on-call concierge/tech guru (a troubleshooting, on-demand expert for all tech-related challenges)

support with room controls

in-room locker service

lock up room, secure it

data capture support (tools and services)

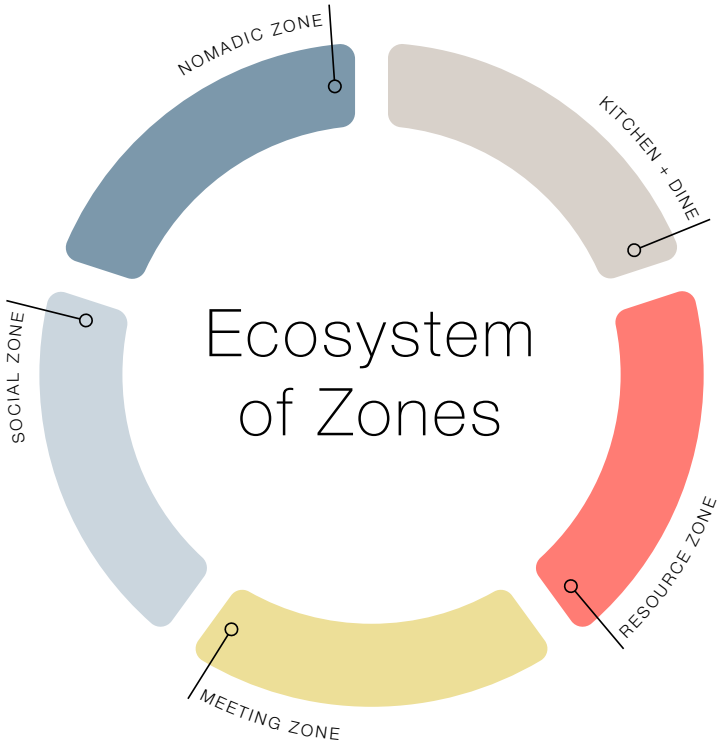
reserve room service web tool

on-demand facilitation





Designing a WorkCafé



## FIVE SPATIAL ZONES

When creating a Resilient Workplace, consider the intentional combination of five spatial typologies (zones), designed to accommodate and anticipate changing organizational and employee needs.

The size, ratio and adjacency of each zone should be tailored to match both your business objectives and cultural expectations. The result is an agile workplace that supports change, rather than resists it.

### SOCIAL ZONE

Building social networks by using nourishment to attract users throughout the organization, which increases opportunities for chance encounters and cross-pollination.

### MEETING ZONE

A system of spaces that promotes collaboration, both planned and spontaneous.

### NOMADIC ZONE

A welcoming space that supports a community of mobile workers who learn and share knowledge with each other.

### RESOURCE ZONE

An environment that offers work amenities as well as personalized assistance.

### SPECIALTY: KITCHEN + DINE

Supporting workers with dining amenities and various food options.

\*In some cases, as with a WorkCafé, a speciality zone is needed to express an additional space typology required to support a unique user experience within the space.





## SOCIAL ZONE

Attracts users throughout the organization with social rituals, such as meals, coffee and tea breaks, to enable stronger social networks. This space centralizes company information that connects employees to the brand and culture.

### Design considerations

- Make nourishment accessible during and outside of meal hours to support varied and extended work schedules.
- Create engaging experiences to draw users to the café.
- Leverage technology to organize and deliver information, creating an enterprise-wide link for employees.
- Provide informal settings where users can unwind at work to promote a positive sense of wellbeing.
- Support rejuvenation with views of and access to the outdoors.

### User behaviors supported

Enjoying the ambience  
Socializing with others  
Relaxing to recharge  
Staying connected to organizational info  
Refueling with nourishment



## MEETING ZONE

A system of spaces that promote informative, evaluative and generative collaboration. These spaces support planned and impromptu interactions and both group and individual work.

### Design considerations

- Support a variety of meeting experiences (e.g., formality, duration, posture).
- Provide digital tools that support both local and virtual collaboration.
- Provide transition spaces that allow users to take a phone call, wait for a meeting or finish up a meeting.

### User behaviors supported

Presenting to others  
Generating new ideas  
Connecting with other geographies  
Co-creating with others  
Preparing for a meeting



## **NOMADIC ZONE**

A welcoming space that supports a community of mobile workers who learn from and share knowledge with one another. This zone supports individual and small group work, both short-term and long-term.

### Design considerations

- Provide a mix of reservable and on-demand individual spaces for planned and impromptu interactions.
- Support users based on their work mode, mood and personal preference by providing a variety of settings.
- Provide for privacy experiences with a dedicated quiet area where users can focus and rejuvenate.
- Help users balance work and life responsibilities by providing spaces for managing personal issues.

### User behaviors supported

Focusing on a task  
Taking a moment to rejuvenate  
Having a private conversation  
Working alone among others



## **RESOURCE ZONE**

An environment where users can access basic work amenities to perform their job effectively and manage their belongings. Additional services can be offered, such as meeting planning assistance and concierge-like amenities.

### Design considerations

- Provide workspace for a host/concierge.
- Enhance user work effectiveness by providing appropriate tools and technology on an as-needed basis.
- Provide storage that allows the host to support different meeting experiences (mobile telepresence, whiteboards, presentation tools, etc.).
- Support day-to-day user technology needs.

### User behaviors supported

Seeking assistance  
Accessing work amenities  
Pursuing technology help and advice  
Designing a personalized meeting experience





## SPECIALTY: KITCHEN + DINE

An inviting place providing healthy meal choices that support wellbeing, cultural preferences and dietary restrictions. A designated dining area creates a communal atmosphere to share in the experience of food and great conversation.

### Design considerations

- Create a flexible space that allows various group sizes to build social networks through dining together.
- Support wellbeing by providing the amenities needed for employees to bring their own food to prepare, store and clean up comfortably.
- Provide a reservable space with appropriate technology to host corporate events, working lunches or large meetings.
- Provide amenities such as power and mobile worktools to support the ability to work outside peak dining hours.



### User behaviors supported

Connecting with others  
Gathering together  
Eating food  
Working alone among others  
Learning about a topic



## SCALABILITY + CUSTOMIZATION

The different zones in a WorkCafé are interrelated and work together seamlessly to create an on-site third place where people can engage in a wide variety of professional activities: meeting, working, networking and socializing as well as quiet pursuits.

In addition, these zones are scalable and customizable, allowing any organization to design a WorkCafé to fit its specific business needs and goals.



# WORKCAFÉ FLOORPLANS

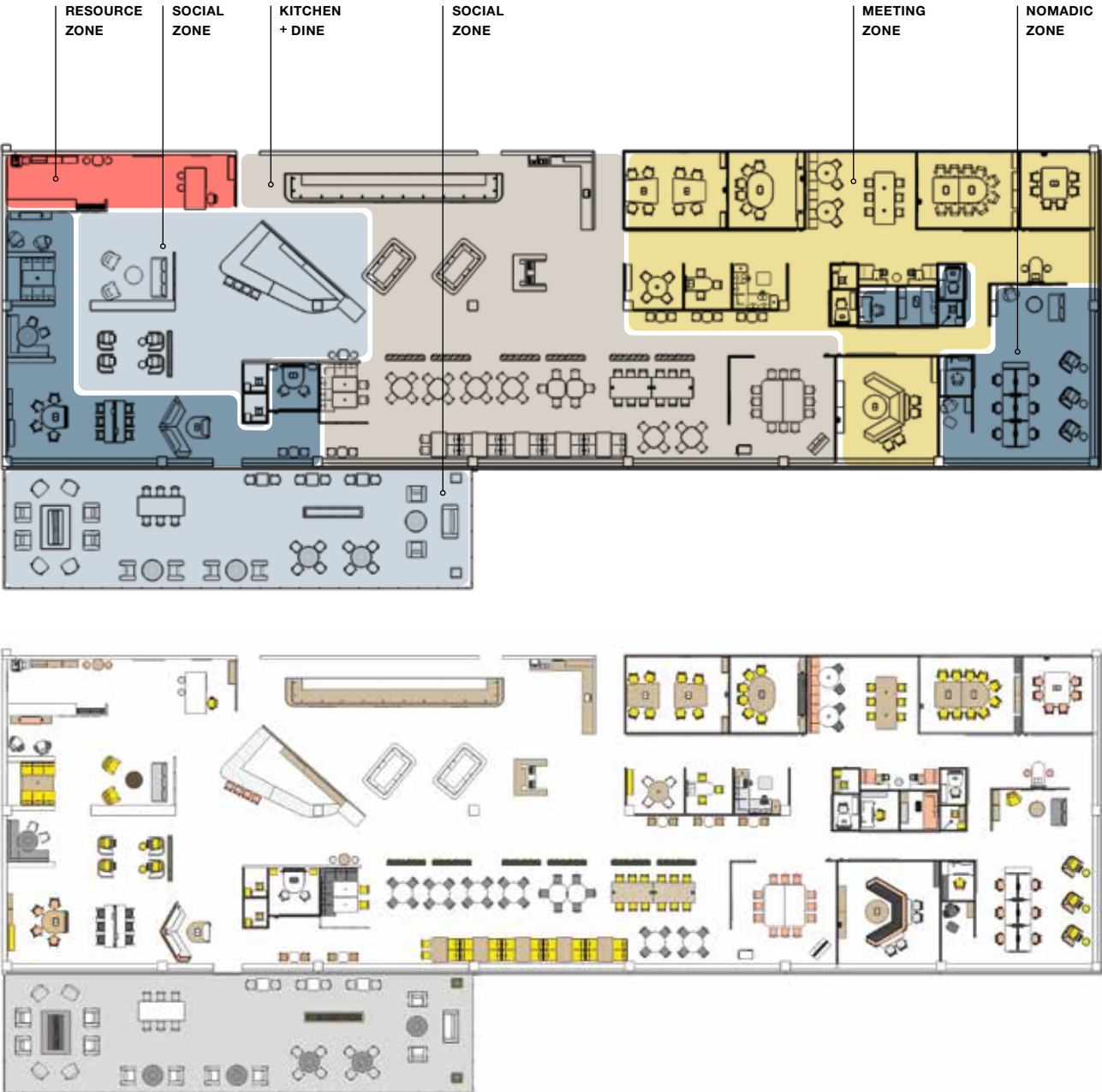
In a small-scale WorkCafé, food service is limited to light refreshments; the opportunity to support larger groups in communal dining and provide a wide range of dietary options is available with the addition of a Kitchen + Dine zone, as shown on the following page.



**SMALL**  
2,700 SQUARE FEET\*

Comprised of the following zones:

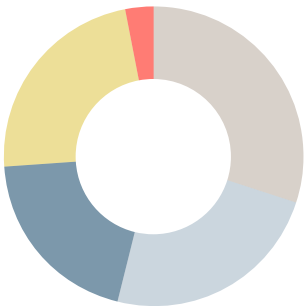
- Social Zone 54%
- Nomad Zone 20%
- Resource Zone 1%
- Meeting Zone 25%



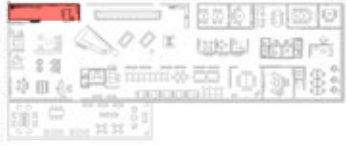
**LARGE**  
12,000 SQUARE FEET\*

Comprised of the following zones:

- Social Zone 24%
- Meeting Zone 23%
- Nomadic Zone 20%
- Resource Zone 3%
- Kitchen + Dine 30%



\*Does not include outdoor spaces



**ENTRY + RESOURCE ZONE**



The WorkCafé entrance sets the stage for a warmly hosted and welcoming experience. Employees can quickly orient themselves and find a place to work that matches their mood, workstyle and the task at hand.



Located at the entrance, the WorkCafé concierge offers personalized assistance, from meeting help and travel assistance to technology support.



The resource center allows individuals to securely store coats and bags, make copies, access supplies and meeting tools, etc.





**SOCIAL ZONE**



A centrally located coffee and snack bar makes it easy to grab a quick drink or snack. Extended hours support a variety of work schedules.



A media wall offers the latest company news and various RSS feeds to help workers engage with the organization. Live video connects users with other company locations.



This shielded lounge space allows workers to get away without going away, creating the perfect destination for those looking to complete a task, read or simply catch their breath and renew.





NOMADIC ZONE



This space provides a variety of lounge options for 2-6 users, and provides workers with access to power and a feeling of enclosure. Users can touch down between meetings or camp out for longer working sessions.



Easily accessible, this is a place for 2-4 people to host a meeting. Integrated whiteboards along with media:scape support the sharing of both analog and digital content.



Though in the open, this shielded collaborative space helps contain sound while creating visual and territorial separation from the rest of the space.



KITCHEN + DINE



The dining area is a great place for individuals to socialize with others, eat and recharge. This space satisfies the need for users to be able to work alone or in small groups in the presence of others. Flexible settings allow the space to be used outside typical dining hours.



This reservable dining and working space includes tools to support meetings and knowledge-sharing during meals.



Refreshment is central to the WorkCafé experience. Various food and drink options, plus support for employees who bring their own food, help attract people and build organizational culture.





MEETING ZONE



Meetings that require active participation benefit from a space designed for multiple modes, using connective technologies for local and virtual collaboration.

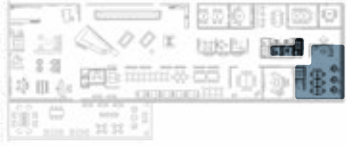


Casual settings centrally located to meeting rooms allow users to make the best use of transition time. Access to power allows users to work or charge devices between meetings.



Convenient spaces adjacent to meeting rooms support pre- and post-meeting work, as well as the need to take a phone call or hold a sidebar conversation.





NOMADIC ZONE



Individual spaces located away from the main hub offer a dedicated quiet area where users can focus and rejuvenate.

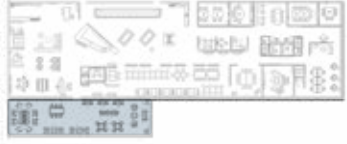


This living room-like space is a comfortable, quiet space for employees to pause and rejuvenate. Here, workers can remove themselves from the busyness of the day, collect their thoughts or even share a conversation with a co-worker.



Quiet spaces create a warm and receptive destination that offers workers permission to be alone, complete tasks, and rejuvenate: a space free from the gaze and interruption of others, encouraging vitality by lounging, working or even closing one's eyes for a few moments.





SOCIAL ZONE



Communal activities, such as gathering around a fire or sharing a meal, help build trust. Outdoor access and views are inspiring and provide a source of respite and rejuvenation.



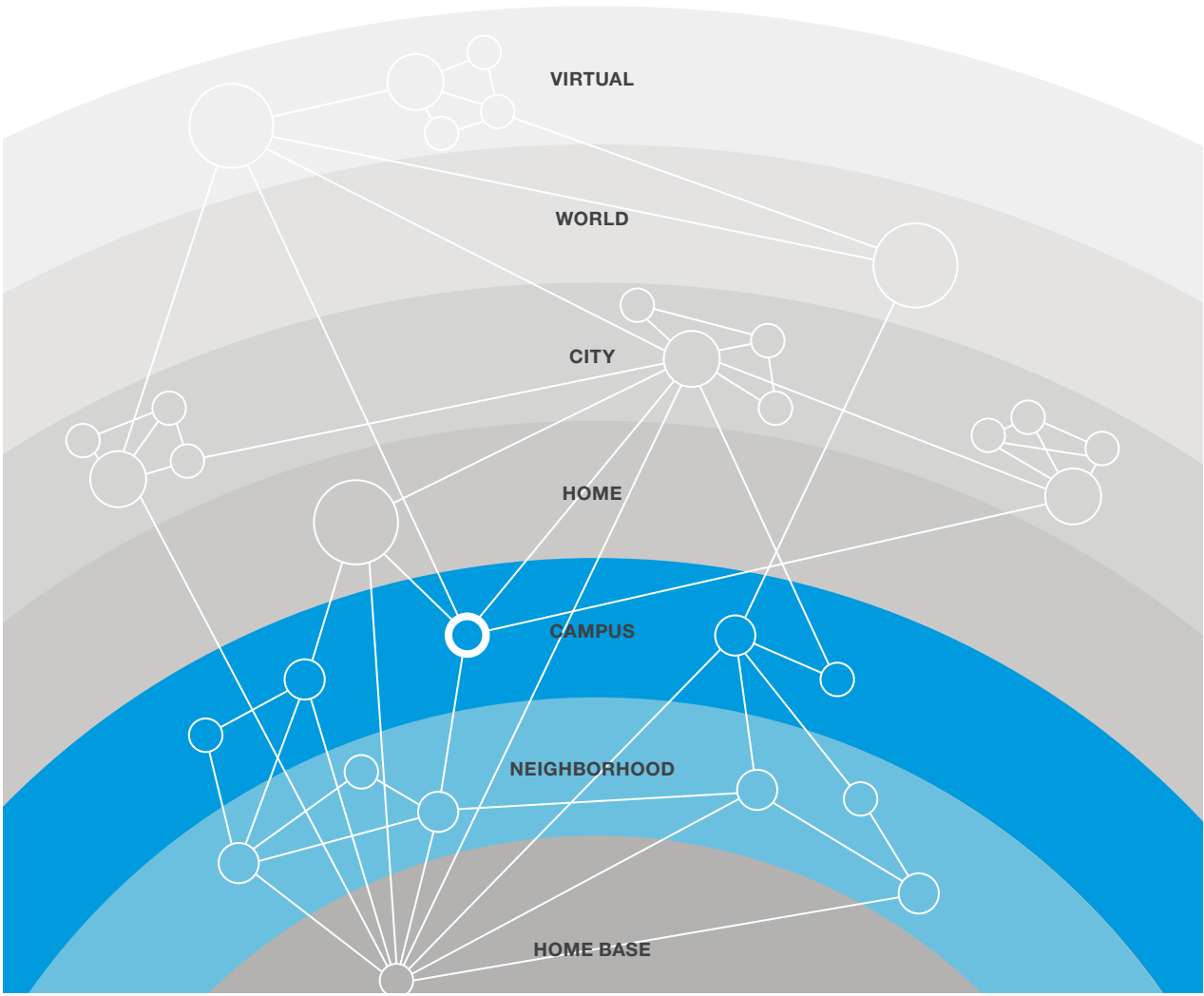




## A CAMPUS APPROACH

Plan for social destinations with a campus perspective. WorkCafés serve as organization-wide attractors and are used by all employees as well as customers, partners and visitors. Neighborhood cafés are primarily designed for departmental use. These two spatial solutions serve different purposes with different design intents, and they can be planned strategically to work together as a system to achieve business goals.

<b>WORKCAFÉ</b>	<b>Ownership at the organizational level</b> Employees and Visitors	<b>Comprised of the following zones</b> Social Zone Meeting Zone Nomadic Zone Resource Zone Kitchen + Dine
<b>NEIGHBORHOOD CAFÉ</b>	<b>Ownership at the departmental level</b> Employees	<b>Comprised of the following zones</b> Social Zone





# Steelcase WorkCafé stats

223

total interior seats

110

specified dining seats

113

individual and collaborative seats

68

outside terrace seats

7

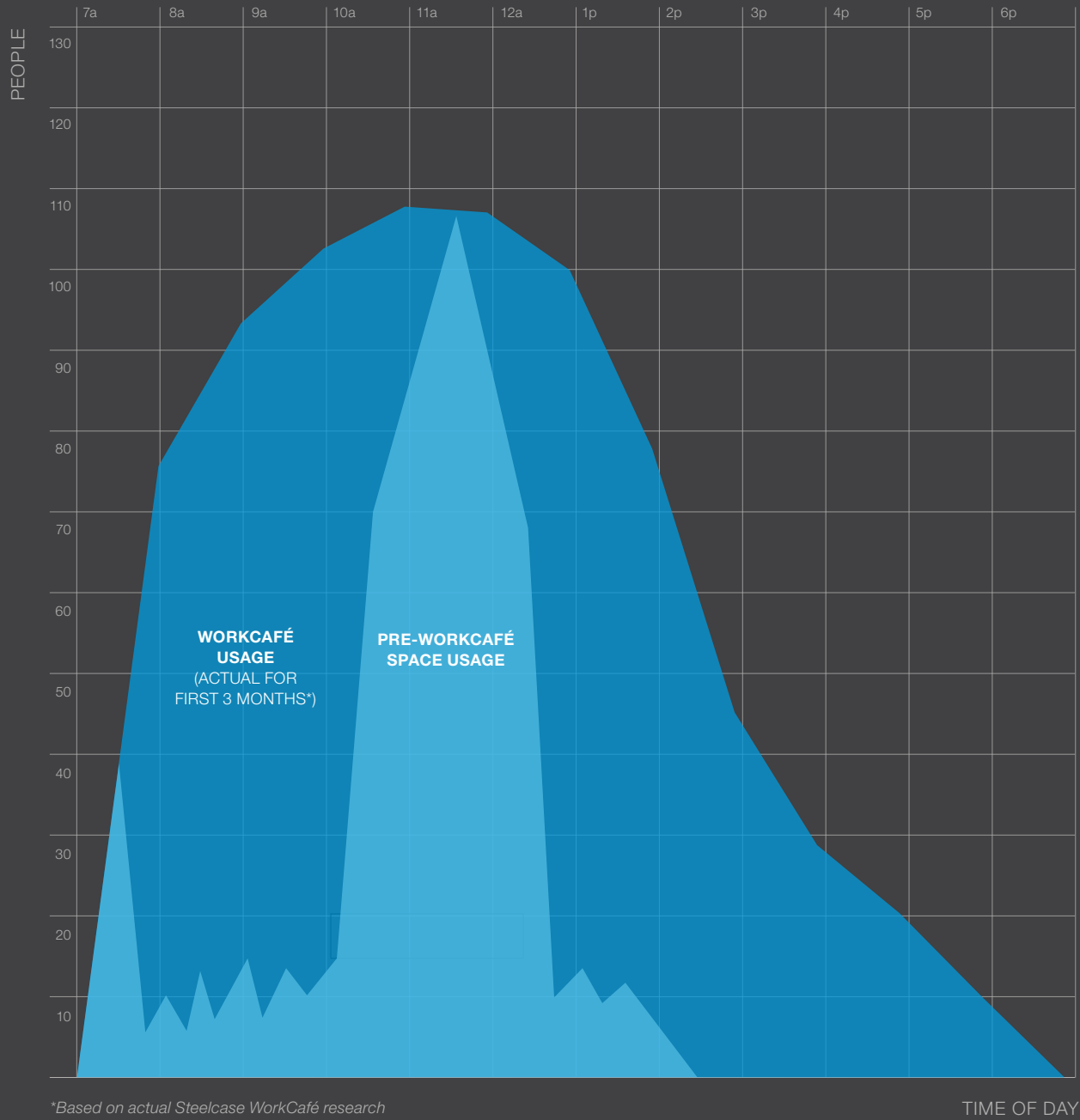
enclosed spaces

990

resident workers within the building

1,300

campus-wide employees  
and daily guests



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