



A SEAT ABOVE THE TABLE

Using data to elevate your client relationships beyond the furniture sale



HOPEWELL



“

Office environment and A&D firms are the silent keepers of workplace knowledge. No other group has as long an arc of experience or a richer understanding of the history and nuance of workspace design — no one else is more perfectly positioned to guide their clients into the future of work.

”

—BRIAN ZUERCHER, CEO HOPEWELL

INTRODUCTION

**READY OR NOT,
THE FUTURE OF WORK
IS UPON US.**

Technology was already advancing the ability for work to happen anywhere and anytime before COVID swept through and turned nearly every knowledge worker into a remote employee overnight.

Despite an abrupt transition, most organizations found that they were able to maintain productivity and adapt to the realities of a distributed workforce on the fly. Many employees are reluctant to return to an office full-time and with labor having the distinct advantage in the hiring market for the foreseeable future, companies that create desirable work experiences are going to have a serious recruiting and retention edge.

Office environment and workplace design firms have long been trusted partners in designing the experience of work for their clients – they are veritable encyclopedias of institutional knowledge about working. But the world of work is changing and fragmenting, the same way that retail and advertising did. The democratization and personalization of knowledge work will change the way that organizations select and design their physical presences as well as their policies and tools. Companies are at a loss for how to proceed right now. They need guidance from trusted partners and smart partners will differentiate their service offerings to ensure that they can grow alongside these changing needs. **With the right data, you can leverage your longstanding relationships to help usher your clients into the future of work.**

PERSONALIZATION



Every aspect of your life has been personalized through data: When you log in to Netflix you see a tailored selection of content based on your previous habits and preferences. When you go to a store, the company has studied the consumer habits of your target demographic group to create a custom experience that will delight you and drive you to purchase. However, for most people, that personalization paradigm stops the moment you walk into the office. Even the best-meaning organizations make top-down decisions about office environments, policies, and tools. **Why haven't we ever just asked what employees want?**

Hopewell is looking at work through a consumer lens. We're flipping the old paradigm of top-down, one-size-fits-all policy and environment decisions and asking organizations to use data collected from their own teams to craft the future of their work experience. But it's not always easy to get succinct on these preferences. You have to be asking the right questions.

66%

Of execs report that post-pandemic workforce planning conversations are happening with little to no direct input from employees.



42%

Of employees believe that their organization's executives are being “very transparent” regarding their post-pandemic policies.



ASK THE RIGHT QUESTIONS

Most business leaders believe that they have a good understanding of the pulse of their organizations. Many accomplish this through the use of employee engagement surveys or HR/culture tools. The output of these sorts of tools can be helpful in understanding people's sentiment around the organization but they fail to produce actionable data around the functional work experience.

Functional work is not emotion-based or interpersonal, it doesn't tell you whether or not someone would "recommend a friend to work here." **Functional work relates to the tangible resources and organizational structures that either help or hinder an employee's ability to get great work done – the how, where, and when of work.**

Functional work experience encompasses three main elements of work: practices, tools, and environments.

FUNCTIONAL WORK EXPERIENCE

THREE MAIN ELEMENTS: THE HOW, WHEN, & WHERE OF WORK.

PRACTICES

These are the policies, processes, and expectations that mold the working experience at an organization. If these are unaligned, it is both difficult and stressful for employees to reach peak performance. Energy and time are spent actively working around poorly designed practices. Often practices are outdated legacies from the organization or top-down preferences from leaders applied to everyone.

TOOLS

These are the technologies and physical tools that people use to complete work at an organization. People will find ways to adapt and work around unideal tools – even spending their own money for access to better tools – especially if they have the autonomy to do so. The right tools can supercharge the ability to spend time where time is most impactful by removing annoyance, redundancy, discomfort, and preventing error.

ENVIRONMENTS

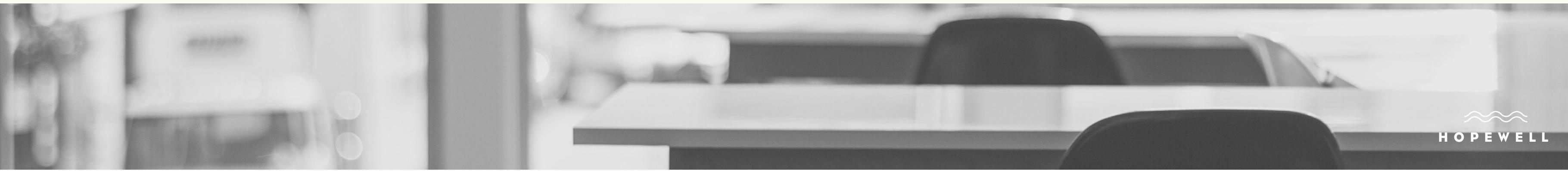
These are the spaces in which a person is expected to do different types of work. If the practices and the tools are well aligned, people can still succeed in non-ideal environments (think of famous companies 'started in a garage'). However, when environments are well-aligned, the ability to reach peak performance is significantly improved and much more common and the level of satisfaction among employees is improved.

ASK THE RIGHT QUESTIONS

Why is it so important to ask the right questions?

Asking the wrong questions can lead to 'soft feedback' – unspecific, unhelpful, general concerns. **Soft feedback fosters negative sentiment because it perpetuates inaction.**

Asking the wrong questions can give an incomplete picture of satisfaction at an organization or it can create a loop in which people try to express their needs but never see any action. Furthermore, the engagement and culture surveying tools rarely gather information on the small but meaningful changes an organization could make to tangibly improve the experience of working. Employees can become frustrated if they feel that they have no real way to surface their concerns – large or small.





MOVE FAST

While some organizations have no doubt created methods that derive functional work experience insights, the process for this has historically been very slow. And rightfully so – collecting meaningful data about work requires letting people talk in their own words. In order to gather the correct perspectives and insights, consultants might send out some surveys and then create focus groups or conduct representative interviews. These findings will be wrapped up into a dense report that leaders may never find the time to read. The process can take months, costs hundreds of thousands of dollars, and still only tell you what a fraction of the organization's employees are thinking.

That pace of change is glacial for leaders with giant, looming policy and real estate decisions or for an employee considering whether or not they might jump ship. Moving quickly is imperative to make sure that companies can adapt to employee needs and retain their greatest advantage: their people. **Moving fast means collecting data efficiently at scale, being able to quickly interpret insights from that data, and translating those insights into actions. Fast is a matter of days or weeks, not months.**

TRANSLATE IT INTO SMART DESIGN

EVEN THE BEST DATA IS USELESS
WITHOUT CONTEXT.



Leaders need help understanding how and where insights can actually be used. And then they need partners who can help them implement the changes. That's where you come in.

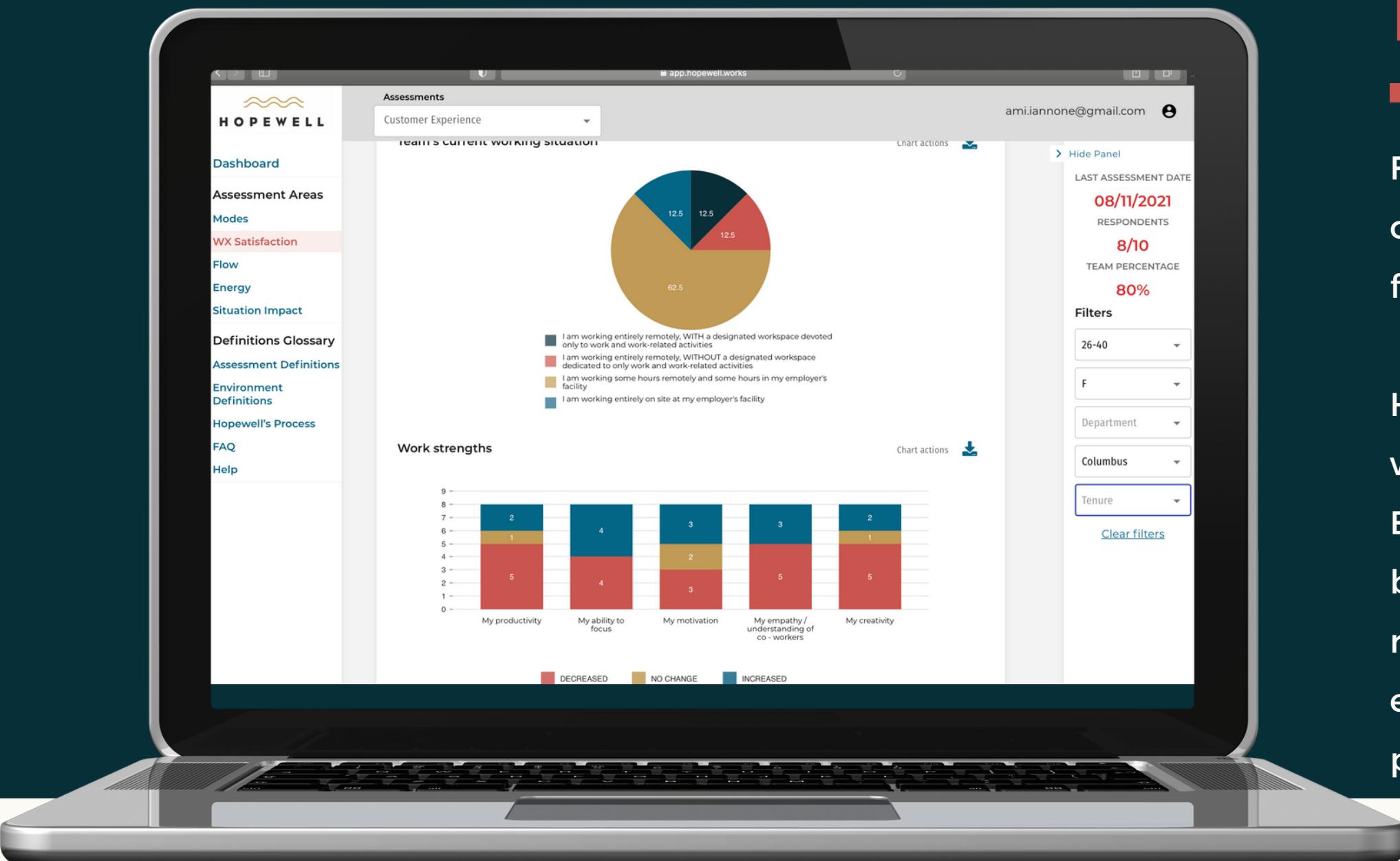


Combined with your organization's institutional knowledge of the best designs and products for facilitating great work, employee-sourced ideas can inform incredibly successful work environments.



The right data will help you understand the ideal space mix for different departments and modes of work, will pinpoint areas of environmental disruption or discomfort, and help you design for the right mix of in-person and remote work.

TECH MAKES IT POSSIBLE



Finding the right data partner will be critical to elevating your organization above the point of sale and becoming true partners for your clients in this rapidly changing world of work.

Hopewell is disrupting the model of employee absence from work environment decisions. We do that through the Work Experience (WX) Assessment – we try not to call it a ‘survey’ because it’s really more than that. We partnered with consumer research experts to create our assessment and it’s designed to elicit meaningful, actionable insights about environments, practices, and tools at an organization.

HOPEWELL ALIGN

WE'RE CREATING A SOFTWARE SOLUTION THAT IS:

1 FAST & EFFICIENT

Hopewell's WX Assessment gathers up to 90 data points per employee in about 10 minutes.

2 ACTION ORIENTED

Hopewell's methodology is specific, we're asking pointed questions about functional work, so our data results in actionable insights. Using tools like Hopewell's Floor plan analysis visualizer and environments lexicon, your design teams can translate employee preferences into future-ready floor plans customized to a company's exact workforce.

3 SCALABLE & REPRESENTATIVE

Hopewell's WX Assessment allows you to gather both quantitative data and deep, open-text responses from every single employee. We've eliminated the long process of in-person interviews to uncover the most meaningful insights in a repeatable way.

4 AFFORDABLE & GROWING

Our software licenses are available at a fraction of the cost of custom consulting or furniture manufacturer solutions and we're constantly growing and improving our offerings. This is all we do.

DATA IS THE KEY TO THE FUTURE OF WORK

Armed with first-party data from employees and Hopewell's suite of tools, you are better equipped than anyone else to lead your clients into the future of work.





READY TO ELEVATE YOUR SEAT ABOVE THE TABLE?

Learn more at www.hopewell.works

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