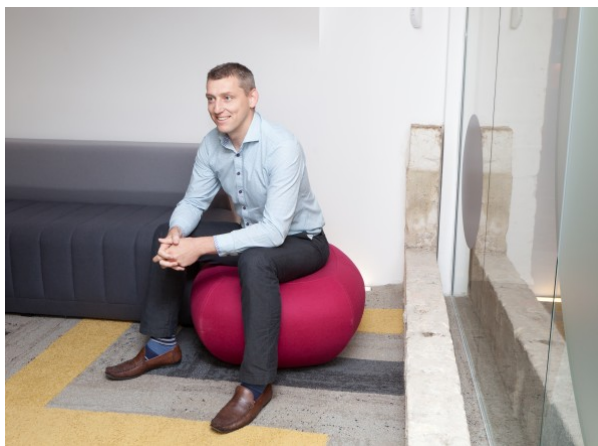


BUSINESS MATTERS: HOW CAN THE POTENTIAL OF A WORKPLACE BE UNLOCKED?

© 28 Sep 2018

📍 Midlands



Gary Duguid
Director, Interaction

Gary Duguid, director at workplace design and build firm Interaction, discusses how innovative design is crucial to unlocking the potential of a workplace.



Relocating your workplace can be costly. If you're not confined by your current space but you're in need of a refresh, then refurbishing may be the way forward. However, implementing a refurbishment that is a catalyst for change takes some thought and expertise.

There are many design solutions that will allow you to maximise your space. These will depend on a host of variables including the size, shape and condition of a building. With this in mind, below we've outlined some of the solutions that we provided for The Rethink Group in order for them to utilise their Birmingham workplace as a tool for positive and lasting change.

The recruitment firm decided to invest in their workplace as they were keen for it to reflect their ever-growing standing in the industry. They were also looking for a unique and inspiring space that would appeal to current staff members as well as potential new recruits.

IMPROVING AGILITY WITH DIVERSE SPACES

Diverse spaces are paramount to maximise a workplace as it's important to meet the needs of different teams within an organisation. For Rethink, we created stand-up huddle spaces, acoustically sound meeting rooms and a vibrant breakout area. These simple but effective spaces help to diversify the workplace, and meet the team's varied day-to-day requirements.



HOT-DESKING TO FUTURE PROOF

If your business has plans for expansion, then initially introducing a hot-desking area before creating a fixed workstation can be a great way to make use of space. This will also save the cost of having to change an existing area to fit more desks in and will have a positive impact upon the agility of your workplace. When it came to Rethink's space, we created a selection of hot-desks to offer the flexibility needed for any future expansion plans. Equally, collaboration was enhanced thanks to the hot-desks promoting spontaneous conversations between staff members.

UTILISING MULTIFUNCTIONAL FURNITURE

A great solution for using space efficiently is introducing furniture that can be used for a variety of purposes. One example in Rethink's workplace was the introduction of a flexible tiered seating area in their breakout area – this can be used for a range of activities including meetings, informal discussions or even lunch.

INTRODUCING CLEAN-DESK POLICIES

Promoting a clean-desk policy in conjunction with personal lockers can aid agility, and also means that you don't need extra storage in desks (and can therefore fit more people in a smaller space). For the Rethink team, we created locker space for people to store their belongings and therefore keep the space looking its best – which is also great for promoting productivity.



AD-HOC MEETING SPACE IMPLEMENTATION

In addition to practical desk space, Rethink's workplace design features a selection of ad-hoc meeting spaces that fit into the perimeter walls of the building. Introducing small spaces such as these, in areas that would typically be dead space, facilitates more spontaneous collaboration. In turn, this is great news for creativity and productivity.

ALIGNING BUSINESS AND BRAND

Branding in a workplace doesn't have to be explicit such as having your logo displayed on every possible surface area. A clear brand message can also be achieved in more subtle ways, through design quirks and the overall atmosphere created. To ensure Rethink's Birmingham workplace reflected the firm's ethos, we utilised their brand colours and added subtle logos to wall graphics.

Bearing the above solutions in mind, it's easy to see how the workplace can be used as a tool to promote change; utilising simple yet effective steps can have a huge impact on collaboration, wellbeing and the overall productivity of a team – and can therefore positively impact a business's wider success and growth.

If you'd like to discover how the potential of your own workplace could be unlocked, please [get in touch](#).

RELATED TAGS

[Gary Duguid](#)

[Interaction](#)

ABOUT THE AUTHOR

Interaction are workplace design and build experts based in Bath. Since 1992, we've been creating inspirational workplaces that aim to positively enhance a business's culture, values, employee wellbeing and profitability. Undertaking projects at various scales, we are motivated by a snag free culture, which differentiates us from any other design and build firm. We are firm believers that every single workplace should be unique – meaning we tailor our services to each client's specific business and brand.

Contact the Author

Gary Duguid
Director
Interaction

☎ 0122 548 5600

✉ [Email Author](#)

🌐 [Visit Website](#)

🐦 [@InteractionLtd](#)

Your Name*

Your Email*

Your Message*

EMAIL ENQUIRY