THE IMPORTANCE OF PLACE
AGILE 2015 | WASHINGTON DC
A SENSE OF PLACE
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AGILE WORKING
AGILE WORKING  DEAD OFFICE LANDSCAPE
Quality and number of exchanges; face-to-face being more effective than remote.

Quality of team exchanges; more evenly distributed patterns are more effective than clusters.

Amount of effective communications with external teams; especially for creative and innovative teams.

MANIFESTO

We are uncovering better ways of developing software by doing it and helping others do it.

Through this work we have come to value:

**Individuals and Interactions** over process and tools
**Working Software** over comprehensive documentation
**Customer Collaboration** over contract negotiation
**Responding to Change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Source: www.agilemanifesto.org
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*Source: www.agilemanifesto.org*
CASE STUDY : NOKIA
EXPERIMENT

01 TWO DIFFERENT DESIGNS FOR FOUR DIFFERENT TEAMS

02 OBSERVED HOW THEY WERE DOING

03 ASSESSED THEIR FEEDBACK AFTER THREE MONTHS
Feedback

- Being co-located has improved my job satisfaction: 80% Favorable, 20% Unfavorable
- My concerns during the pilot (if any) were addressed: 80% Favorable, 20% Unfavorable
- The physical setup of the space is acceptable: 100% Favorable
- Being co-located has improved how my team functions: 60% Favorable, 40% Neutral
ONE SIZE WON’T FIT ALL
OPENNESS vs. THE WALL

CASE STUDY  NOKIA
COLLABORATION vs. FOCUS
PROXIMITY vs. PRIVACY

CASE STUDY  NOKIA
RESPONSE

01 BIGGER PODS

02 MORE FLEXIBILITY

03 MORE PRIVACY
**“HOMEGROWN” POD**

- Maintains personal space
- Underutilized storage

**AGILE 2.0 POD**

- Personal space and storage critical to maintain
- Accessible whiteboard space / display space
- Flexible scrum space
- Space for visitors
- Social support / get-aways on floor

**PILOT POD**

- Note enough space, personal or overall
- Not enough storage
- Not enough workspace
- Too tight
OUTCOME

01 FASTER SPEED TO MARKET

02 HIGHER ENGAGEMENT SCORES

03 SIGNIFICANT DEFECT REDUCTION
CURRENT CHALLENGE: INTEL

Source: https://www.youtube.com/watch?v=sZmosOGSCWE
THE SEPARATION OF WORKPLACE + SPACE
With **technology** becoming more available and easier to use, knowledge workers are looking to shed the boundaries the typical workplace creates.
RESULT #1
UNTETHERED
RESULT #2
WORKDAY CHANGE
THE SHIFT

WORKPLACE
WORKSPACE

A

WORKPLACE

B

WORKSPACE
THE SEPARATION  A CLEAN SLATE
ORGANIZATIONAL DRIVERS

01 UNDERSTANDING THE INDIVIDUAL
ATTRACTION + RETENTION
CONCEPTUAL AGE

Source: Dan Pink, A Whole New Mind

AUTONOMY

MASTERY

PURPOSE

DESIGN

STORY

SYMPHONY

EMPATHY

MEANING

PLAY
INDIVIDUAL DRIVERS

01 GENERATIONS
02 BEHAVIORAL STYLE
03 WORK PROCESS
04 PERSONAL GOALS
05 PERSONAL VALUE
ORGANIZATIONAL DRIVERS

01 UNDERSTANDING THE INDIVIDUAL
ATTRACTION + RETENTION

02 RETHINK THE WORKPLACE
EFFECTIVE WORK
NECESSARY COST
A FIXED CONTAINER FOR RESOURCES
HOUSE FOR ME

ADJUSTABLE ASSET
ECO-SYSTEM OF HUMAN CAPITAL
HOME FOR WE
ORGANIZATIONAL DRIVERS

01 UNDERSTANDING THE INDIVIDUAL
ATTRACTION + RETENTION

02 RETHINK THE WORKPLACE
EFFECTIVE WORK

03 RETHINK THE WORKSPACE
ALIGNING GOALS
THE VALUE

01 FLOW
02 FACE TO FACE
03 CASUAL COLLISION
COMMON VALUES

01 WELLBEING / WORK-LIFE
02 INNOVATION
03 SHARING / LEARNING
04 TRUST/COMMUNITY
05 FREEDOM / FLEXIBILITY
FOCUS

COLLABORATE

LEARN

SOCIALIZE
01 The environments we build affect our patterns of communication.

02 How we communicate is more important than what we communicate.

03 When considering an office architecture understand what you are optimizing for and test your assumption.
THANK YOU!

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