

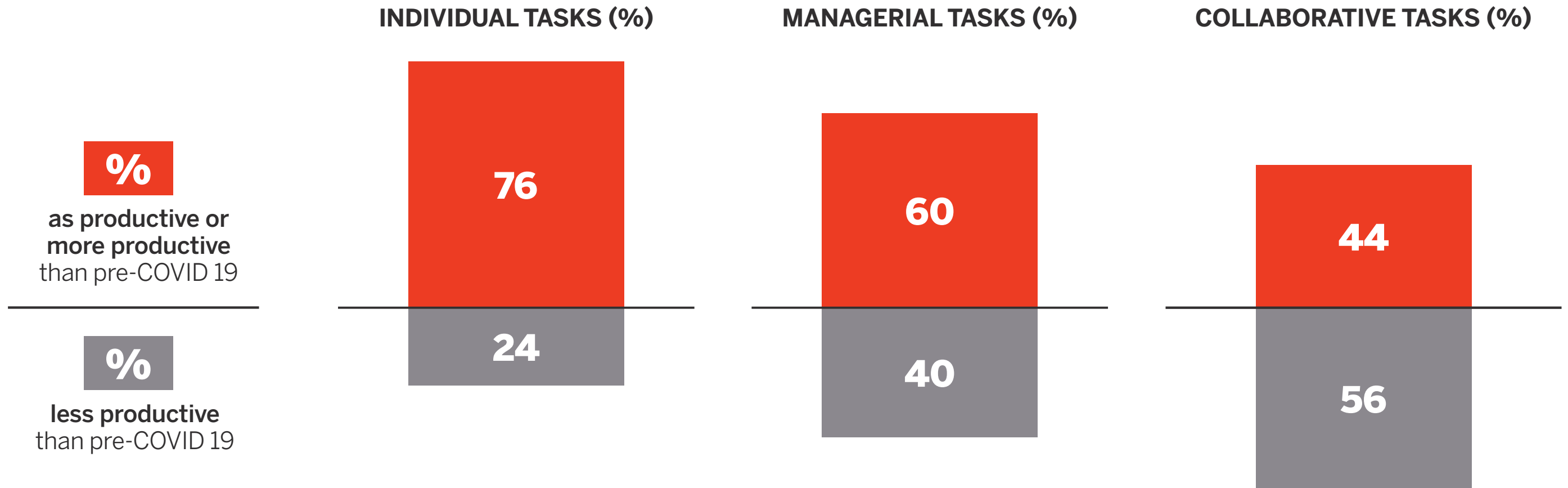
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# Remote Productivity: Individual vs. Collaborative Tasks

Among employees that transitioned to remote work, productivity dropped for tasks requiring increasing levels of engagement.

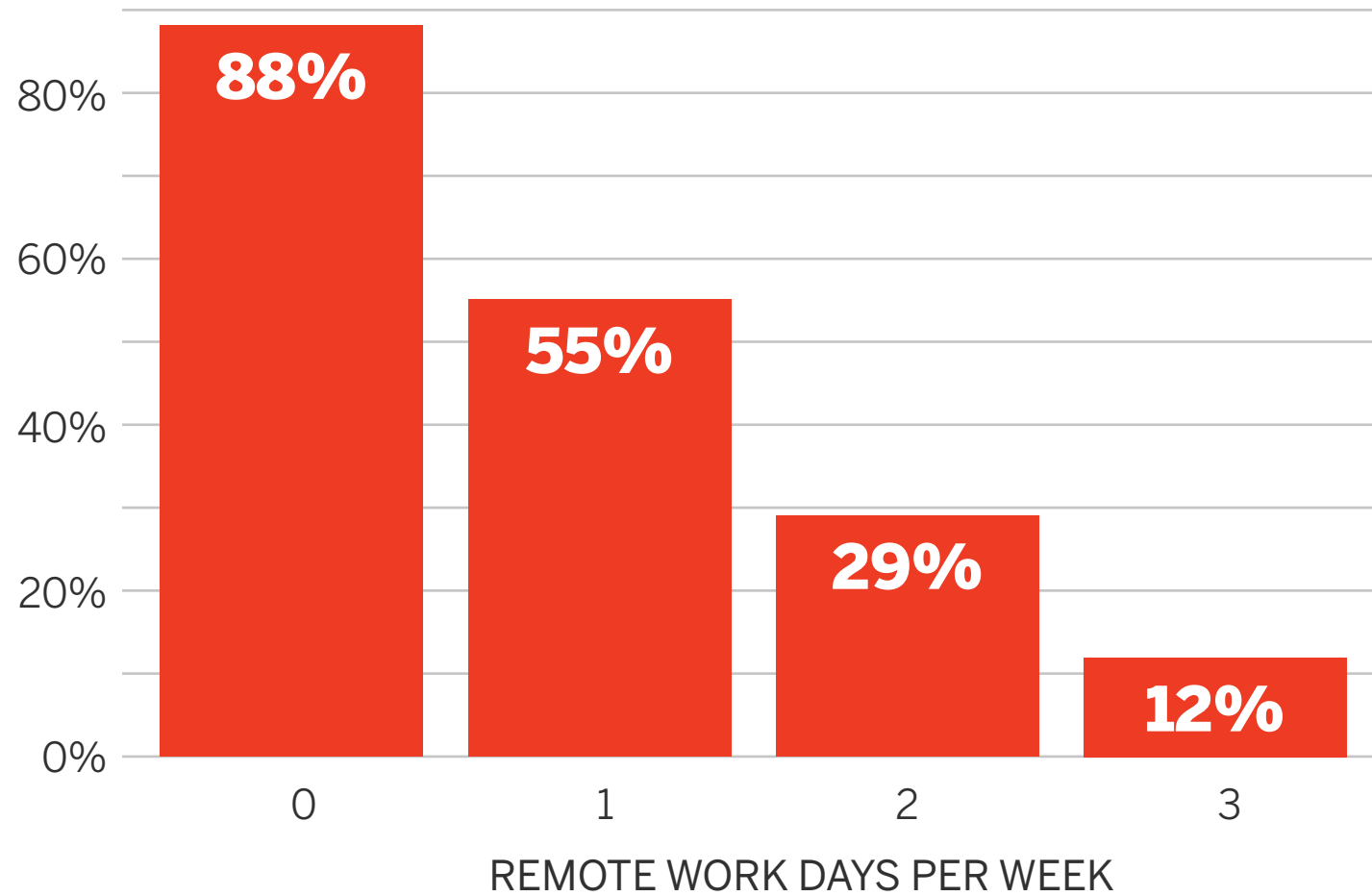


Source: BCG (Dec. 2020)

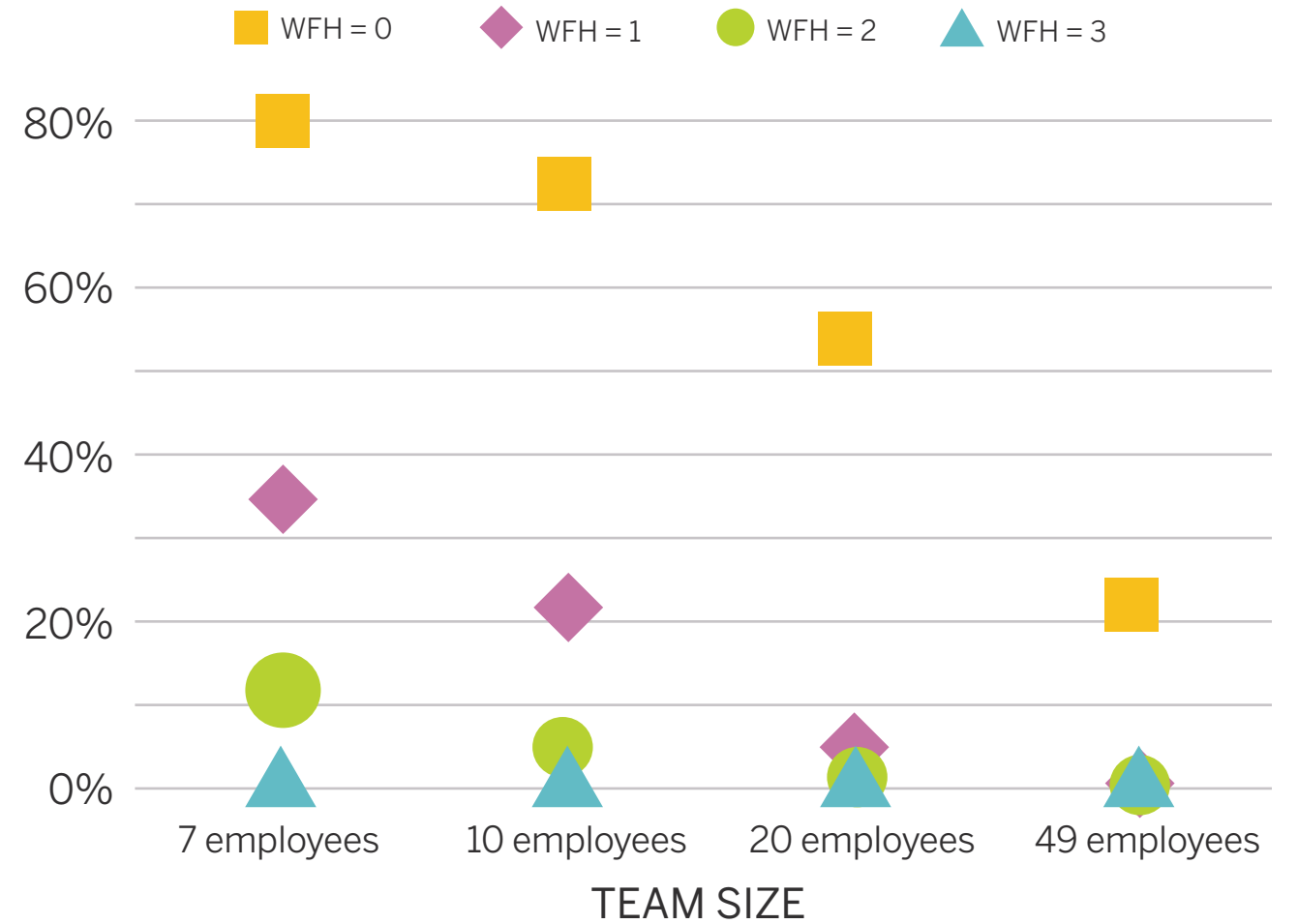
# Proximity and Interactivity: HQ-X Office Case Study

Each additional day of remote work dramatically decreased chances for in-person engagement.

### CHANCE OF EMPLOYEE A & B BOTH BEING IN THE OFFICE



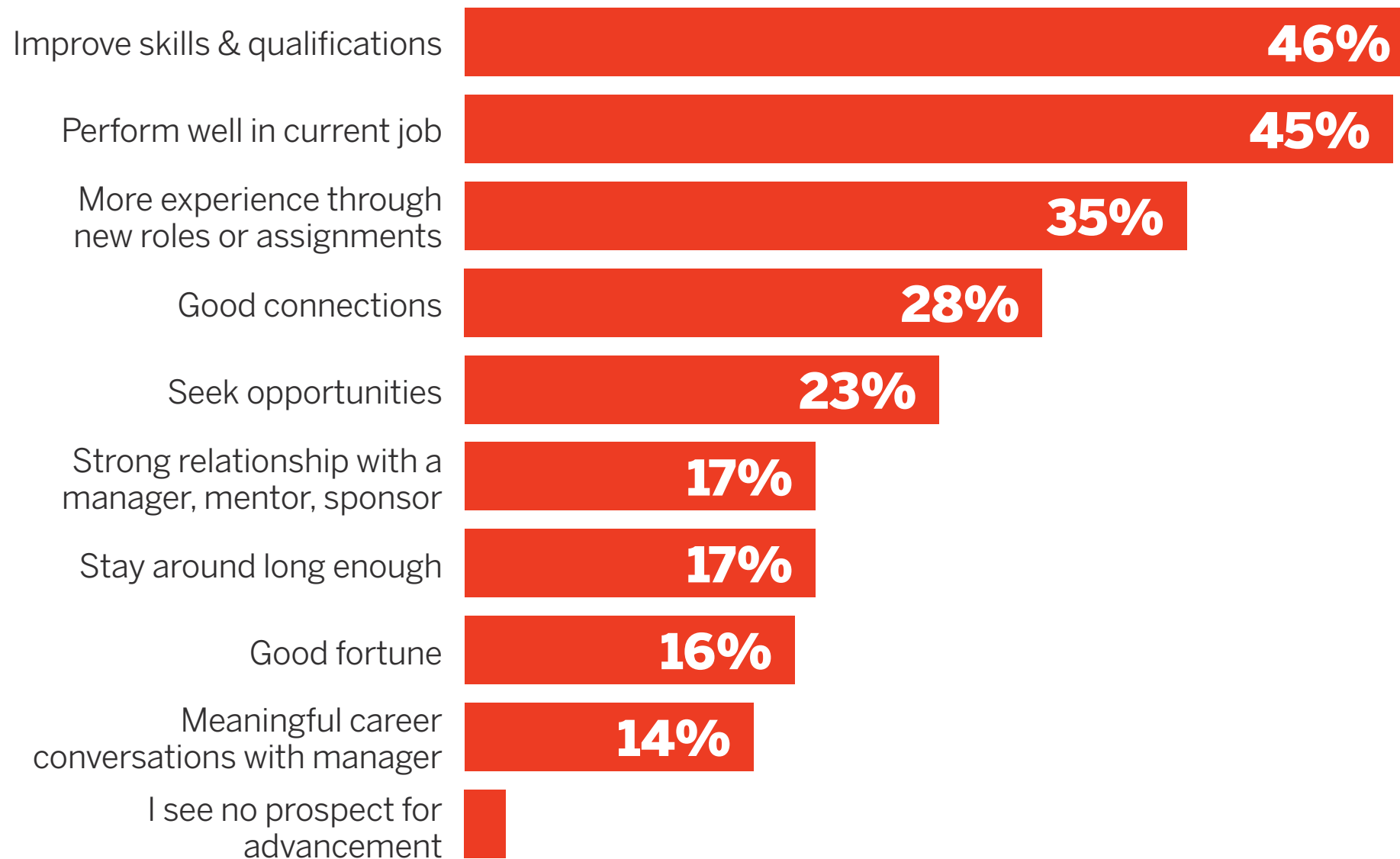
### CHANCE OF 50% OF A TEAM BEING IN THE OFFICE TOGETHER



Source: George Washington University and Cushman and Wakefield (2021)

# Millennials' Perceived Keys to Workplace Advancement

What does it take to reach the next job level?



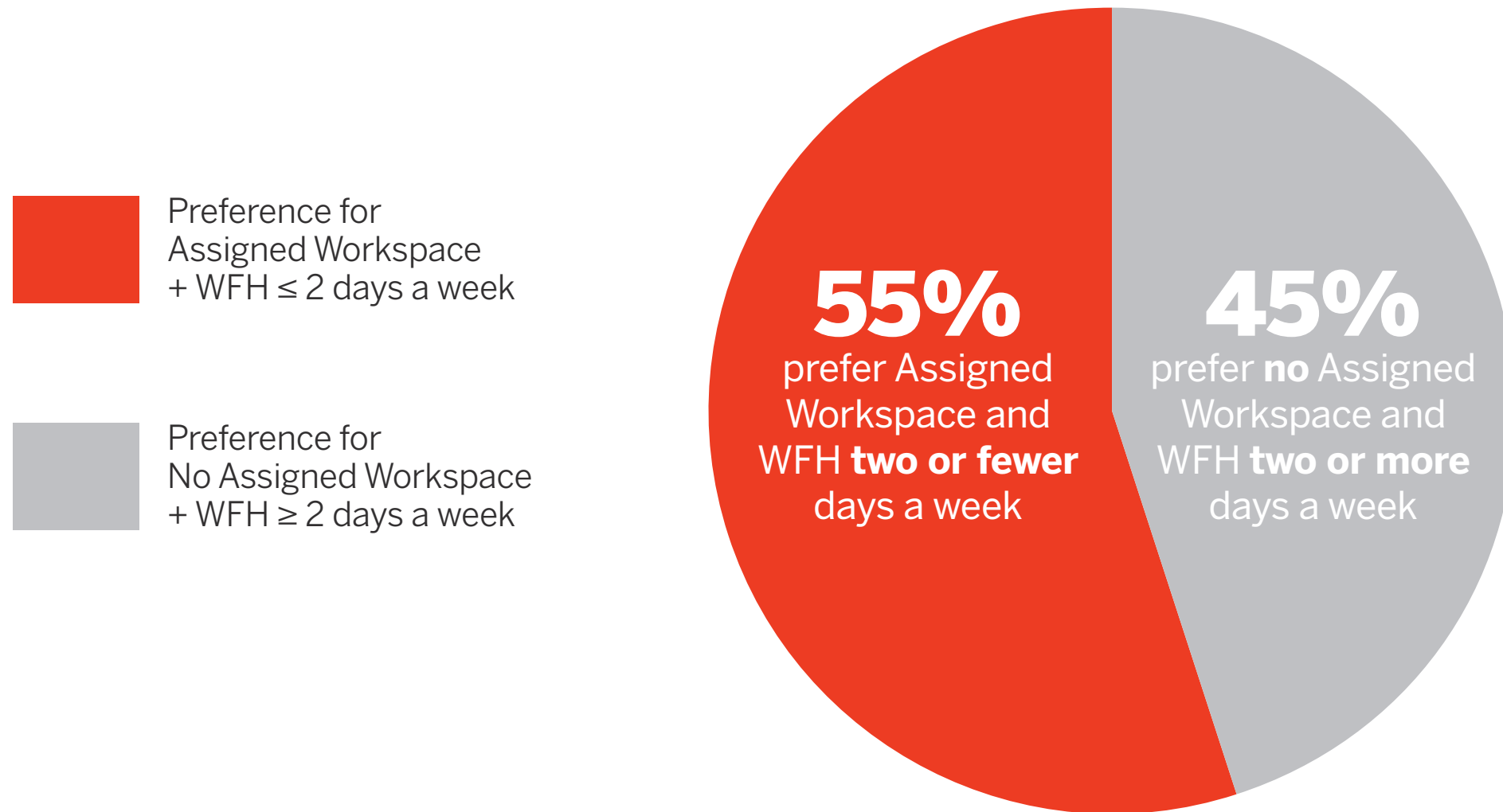
Millennials (age 26–41) say success depends more on having the right skills than the right connections.

**The workplace is the new learning space.**

Source: Manpower Group (2021)

# Preference for Assigned Space vs. More Remote Workdays

People are more likely to choose an assigned workspace over more remote workdays.



Source: Steelcase (2022)

# **Social Connectivity and Community**

**“Social connectivity is what enables us to be collaboratively productive. Collaborative productivity is essential for any company looking to improve communication, increase efficiency, accelerate skills acquisition, or harness innovation.”**

— BCG (DEC. 2020)

**“Because the workplace is no longer a  
mandate, it must become a magnet.”**

— ELIZABETH O. LOWREY, IIDA, RDI  
PRINCIPAL, DIRECTOR OF INTERIOR ARCHITECTURE

# Elkus Manfredi Magnet-Making Principles to Accelerate Innovation

1. **Articulate your purpose** with clarity
2. **Build community** with employee engagement
3. Promote **individual agency**
4. Focus on learning, promoting **learning while working**
5. Create a **fear-free culture**
6. **Bust silos**
7. Reimagine **real estate as a service**



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