ClickShare

Creating a meaningful workplace

3 Insights for innovative IT and facilities managers

BARCO

Executive summary

The world of work has probably changed more in the last 5 years than in the 50 years before. Previously unimagined ways of working from home, working in the office and everything in between are now the expected norm. 59% of employees say that some form of hybrid working is their preferred work model, while 20% would even prefer to work fully remote[1]. In-person meetings, however, have always been at the heart of a company, fostering the all-important culture that gets the best out of people, personally and professionally. That's why 55% of employees agree important presentations should still be given in-person[1]. Today is the day we take the next step in creating the working environment of tomorrow, one that works for everyone, everywhere: a place where employees feel empowered by their surroundings, rather than constricted.

We believe this moment is key in the transformation of the workplace and the workspace. Get it wrong and risk demotivating a group of individuals struggling to build back their all-important connectiveness. Get it right and create a whole new way of working: better work/life balance, seamless connections, empowered and efficient employees with a strong culture and sense of purpose. We have the technology and the synergy. Now is the time to make the magic happen, creating a place to love meeting again.

In this e-book, we define what the meaningful workspaces should be and why it's important: it's the perfect **match between office design, technology and workstyle** that fosters engagement, collaboration, and purpose. The physical workspace is paramount in contributing to a meaningful workplace in times of hybrid working. That's why we have set out three key aspects businesses can implement in their offices to make them purposeful: flexibility & adaptability, collaboration & connection, and technology & infrastructure.

Welcome to a place where everything just clicks. Welcome to the purposeful workplace.

[1] Research by Indiville commissioned by Barco with respondents in an online panel (Dynata). The survey was fielded in the UK, the US, Australia, Singapore, Japan, Germany and France. Sample size 2882 respondents. Margin of error 1,69%.

Background

A lot has happened around the workplace recently. The pandemic sent everyone home, then a return to the office saw a major change in how, where and when we worked.

These changes were radical enough to upend our attitudes towards work generally, and meetings specifically. But initial excitement about the possibilities of hybrid working with its potential for flexibility and work/life balance, soon gave way to feelings of frustration. People missed the everyday connections with colleagues, the sense of being part of something bigger than themselves, the very heart of the company.

We know these human connections are crucial[2].

33%
Social cohesion of the team is boosted

30%
I benefit from in-person collaboration

18%
The spontaneity and creativity positively impacts my work

61%
I enjoy the freedom that comes with remote working

31%
I have better work-life balance as a result of hybrid or remote work

27%
I am able to combine work and private activities in a more flexible way when working remotely

This clearly shows the dilemma people are facing: they appreciate the freedom of flexible working and the potential of greater work/life balance, but at the same time they have a clear need for in-person meetings that build a sense of teaming.

[2] Research by Indiville commissioned by Barco with respondents in an online panel (Dynata). The survey was fielded in the UK, the US, Australia, Singapore, Japan, Germany and France. Sample size 2882 respondents. Margin of error 1,69%.

> Humans are social creatures whose well-being and development relies on people coming together – sharing information and resources, as well as building relationships. The workplace meeting has always been a vital part of this. Even introverts need to connect with others in a meaningful way. It's important for us as individuals, groups and the whole human race.

Dr. Joe Allen,
Professor of I/O Psychology at University of Utah and director of the Centre for Meeting effectiveness

How do businesses move forward?

This leaves decision makers and companies with a challenge. Office spaces and face-to-face proximity have always been the default way to nurture connectedness among employees. Hybrid has done away with that, creating a gap leaders must fill, especially when 76% of employees say that feeling a strong connection with their organization is important for them to be effective in their jobs[2]. Grasping the opportunity to strengthen organizational connectedness is therefore key for a successful and sustainable hybrid workplace.

> As a global leader in meeting room technology, we believe that when people meet, something magical happens. We see it as our duty to make joining and participating in a meeting a positive experience and a smooth process. Ensuring people love meeting should, above all, be the goal of a purposeful workspace.

Jan Van Houtte
EVP Meeting Experience at Barco

[2] Research by Indiville commissioned by Barco with respondents in an online panel (Dynata). The survey was fielded in the UK, the US, Australia, Singapore, Japan, Germany and France. Sample size 2882 respondents. Margin of error 1,69%.

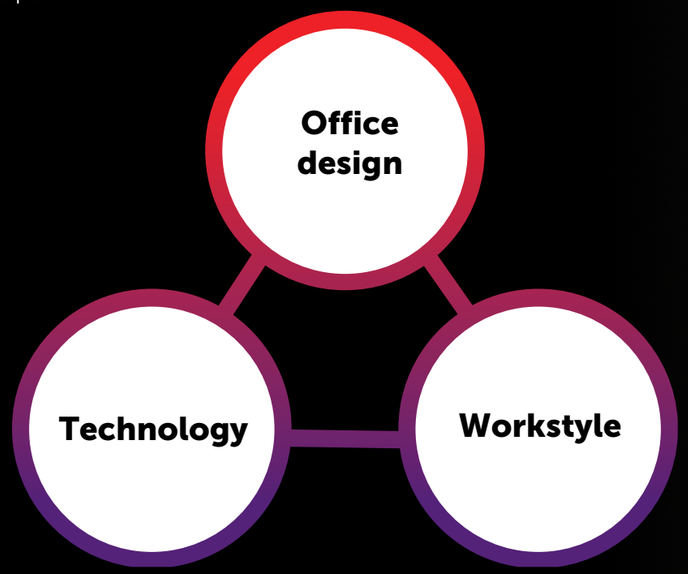
Workplace with a purpose, how?

Employees clearly want a workplace built around purpose, helping them meet and work in an optimal way. But what does it mean to build a more meaningful workplace? And how can the physical workspace play a crucial role in this?

82%

of employees believe it's important for their company to have purpose

At Barco, we define a meaningful workplace as a value-driven space designed to inspire employees. An ideal **match between office design, technology and workstyle** that fosters engagement, collaboration, and purpose.



Even though today the work experience encompasses many virtual interactions and practices, the physical space remains essential. It is the bedrock that enables employees to thrive in the hybrid work environment, boosting productivity, engagement, collaboration, and a sense of belonging.

Here are key aspects of how the physical workspace contributes to a purposeful workplace in times of hybrid working:

Workplace with a purpose, how?

1. Flexibility and adaptability

A meaningful workplace understands that employees have diverse work styles and preferences and provides flexibility and adaptability to accommodate these differences. This includes offering options for remote work, office-based work, or a combination of both, depending on the nature of the tasks and individual needs.

In addition to remote work options, the physical workspace itself should be designed with flexibility in mind. Without needing to rebuild the entire office, technology can easily help transform regular rooms and spaces into versatile ones, serving totally different purposes. For example, a cafeteria can transform into a collaborative brainstorming space simply by wheeling in an interactive whiteboard. Or a lounge area can become a huddle room for remote and in-office workers alike by equipping it with advanced technology for virtual meetings. This adaptability gives employees vital access to the right environment and resources they need for their specific tasks.

The result? Employees feel empowered rather than constricted by their surroundings. This approach not only enhances flexibility but also encourages creativity, collaboration, and agility, ultimately fostering a more productive and engaging work environment.

> The traditional allocation of 70% of space to desks and offices needs to be fundamentally challenged.People are going to return to the workplace only if the space is safe, comfortable, easy to navigate, invites collaboration, and offers a wow factor. Smart conference spaces, collaboration areas, and lounges (among other models) that inspire the collision of ideas and creativity will come to define the floor plate, depending on the nature of work taking place.
>
> McKinsey & Co [5]

[4] https://www.mckinsey.com/industries/real-estate/our-insights/the-workplace-will-never-be-the-same-imperatives-for-real-estate-owners-and-operators
[5] https://www.cushmanwakefield.com/en/insights/a-new-reason-for-the-office-connection-and-inspiration

Workplace with a purpose, how?

2. Collaboration and connection

One of the key reasons employees return to the office is for the face-to-face interactions – both informal connections, as well as coaching and collaboration with their colleagues. Purposeful workplaces recognize the importance of creating spaces that facilitate these interactions and nurture this sense of connection between people. Dedicated meeting areas equipped with the latest technology and collaboration tools allow teams to come together and work on projects effectively.

Interactive digital platforms and virtual communication tools are equally integral to building collaboration and connection in a hybrid working context. These tools enable employees to engage in virtual meetings, video conferences and real-time document sharing. They provide a virtual space for team members to collaborate, brainstorm ideas and solve problems together, regardless of their physical location. By leveraging these digital platforms, employees can maintain strong relationships, share knowledge, and work collaboratively, bridging the gap between remote and in-office team members.

> With most employees wanting an office as a place to connect, we forecast a shift in office space design and services, where work environments will reverse the traditional two-thirds desking space and one-third collaborative space to one-third desking and two-thirds collaborative space.

International commercial real estate service provider
Cushman & Wakefield[5]

[5] https://www.cushmanwakefield.com/en/insights/a-new-reason-for-the-office-connection-and-inspiration

Workplace with a purpose, how?

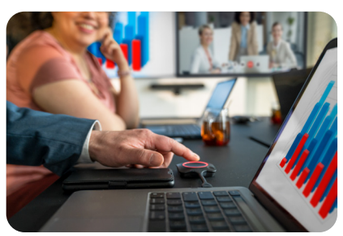
3. Technology and infrastructure

To support effective hybrid working, a meaningful workplace must have reliable technology and infrastructure in place. These tools play a crucial role in facilitating communication and collaboration among remote and in-office employees. After all, 50% of employees worldwide say they are confused by different setups in different workspaces in their office . Employees having to figure out which technology is installed in a specific meeting room is a hurdle that's easy to avoid. The experience, from the cable to the screen and the wireless connection, should be the same in every meeting room
.

1 in 2
employees worldwide is confused by different setups in different workspaces in their office[7]

65%
periodically has issues connecting to the meeting room system[8]

It's clear that room setups can sometimes be too complex: that's why investing in user-friendly and intuitive video conferencing solutions is paramount. That includes having a uniform screen and connection setup, easy internet connection for users and guests, and one single software user interface. Also, the physical workspace should provide easy-to-use tools that seamlessly integrate with virtual platforms. This way, remote and on-site employees can connect, communicate, and collaborate effortlessly and seamlessly, enhancing their productivity and teamwork.



One in six of surveyed employees worldwide admit they find it challenging to speak up in meetings. With the ability to host virtual meetings, video conferences, and screen sharing, video conferencing tools ensure that remote team members can actively participate in discussions and decision-making processes. This boosts meeting equity and makes it easier for remote workers to play an impactful role in the room.

Having up-to-date future-proofed technology is essential to ensure compatibility and reliable performance across all the different devices and operating systems users and guests might be using. By providing employees with the right tools and resources, the purposeful workplace enables them to work efficiently and effectively, regardless of their preferred devices or locations.

The meaningful workplace prioritizes technology and infrastructure, ones that empower employees to fully leverage the benefits of hybrid working. These tools break down communication barriers, foster seamless collaboration, and enable access to resources, ultimately creating a productive and connected work environment.

6, 7, 8, 9, 10
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ClickShare

With ClickShare we truly believe that designing technology with the user at the heart is key for a seamless and effective collaboration. 80% of employees believe that easy-to-use tech can make meetings better. And so do we!

How can organizations make sure the tech they roll out is user-friendly, simple, flexible and guest-friendly? And let's not forget cost-efficient, so it doesn't eat up all the budget too. With ClickShare, we enable the ultimate flexibility in every type of room. Gone are the days of rigid set-ups and limited functionality. Say goodbye to messy cables and hello to effortless collaboration. Today, our meeting spaces need to accommodate different scenarios, different users, different technologies – all brought together into one universal, straightforward experience. That's where ClickShare comes in. Because it's time to love meeting again.

Creating flexibility in the meaningful workplace?

Know more

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