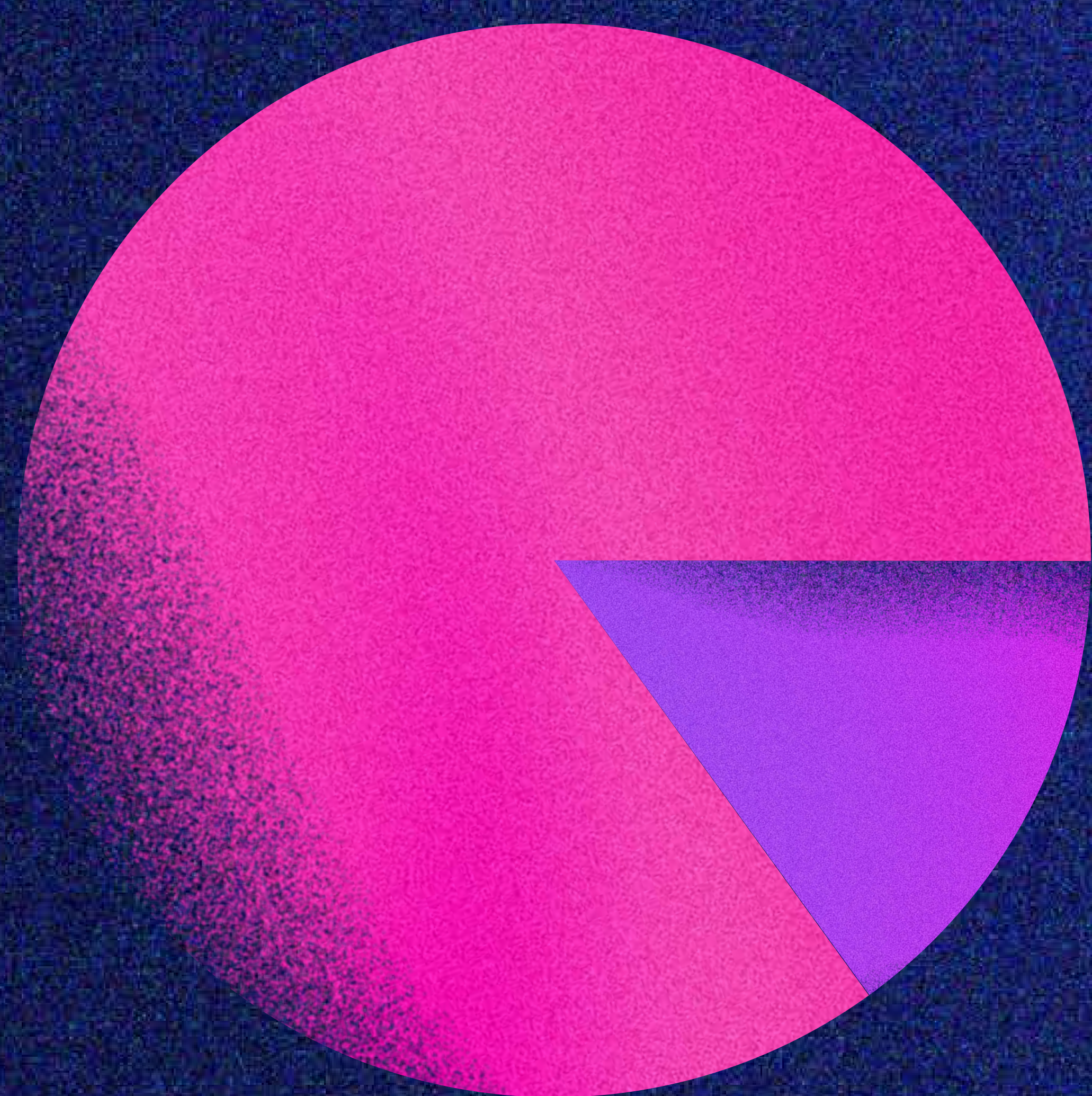


5 STRATEGIES TO
CREATE BETTER
WORKPLACES
FOR
COLLABORATION

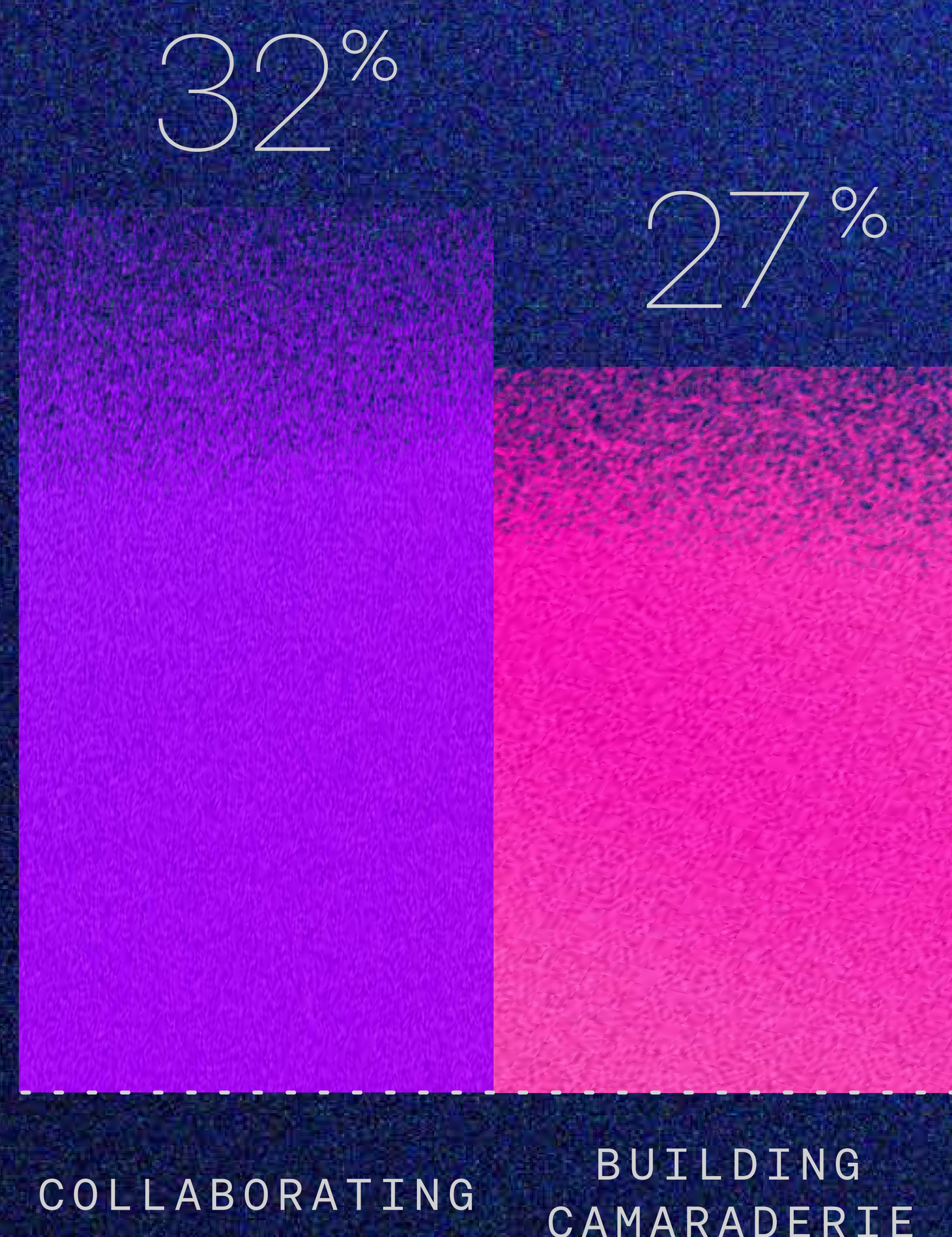


85%

of companies rethinking their workplace designs are laser-focused on **improving their collaboration spaces**.¹

THIS MAKES PERFECT SENSE.

Collaborating is the number one motivating factor for non-executive employees to go to an office (32%), followed closely by building camaraderie (27%).²



Employees come to the office to be with other people.

FROM MEETINGS
WITH NO WALLS
TO MEETINGS
ON BOATS,
HERE IS HOW
FOUR WORKPLACE
LEADERS ARE
CREATING BETTER
COLLABORATION
SPACES.

INSIGHTS FROM:



RETHINK WHERE YOU MEET

Miro recently opened Miro 1, their Amsterdam-based headquarters. Located near a canal, HQ offers the Miro team a unique opportunity to make meetings anything but conventional.



Normally you hold a meeting in a room, but why aren't we doing it on a boat? So we're experimenting now with people holding sessions on a boat, to have a different experience."

.....
DAAF SERNE
GLOBAL HEAD OF WORKPLACE, MIRO

Not everyone can have a meeting on a boat. But what about an outdoor meeting? As workplace advisor Brett Hautop says, it's important to "find ways to make people feel comfortable meeting, to have a sense of openness, so you don't feel like you're in a box inside of a box."

DITCH THE ROOM

That's exactly what Nathan Manuel, Head of Workplace Experience at PagerDuty did. As offices reopened, many people were uncomfortable lingering in confined spaces like meeting rooms. But they wanted to come to the office to collaborate with others.

To tackle this challenge, Manuel created 'common space conferencing', where he merged the amenities of a conference room with the expanse of open space.



“

It's a full telepresence experience in an environment that seems like it wouldn't be a space chosen for a conference. It increases comfort, and people can use that space for casual collisions.”

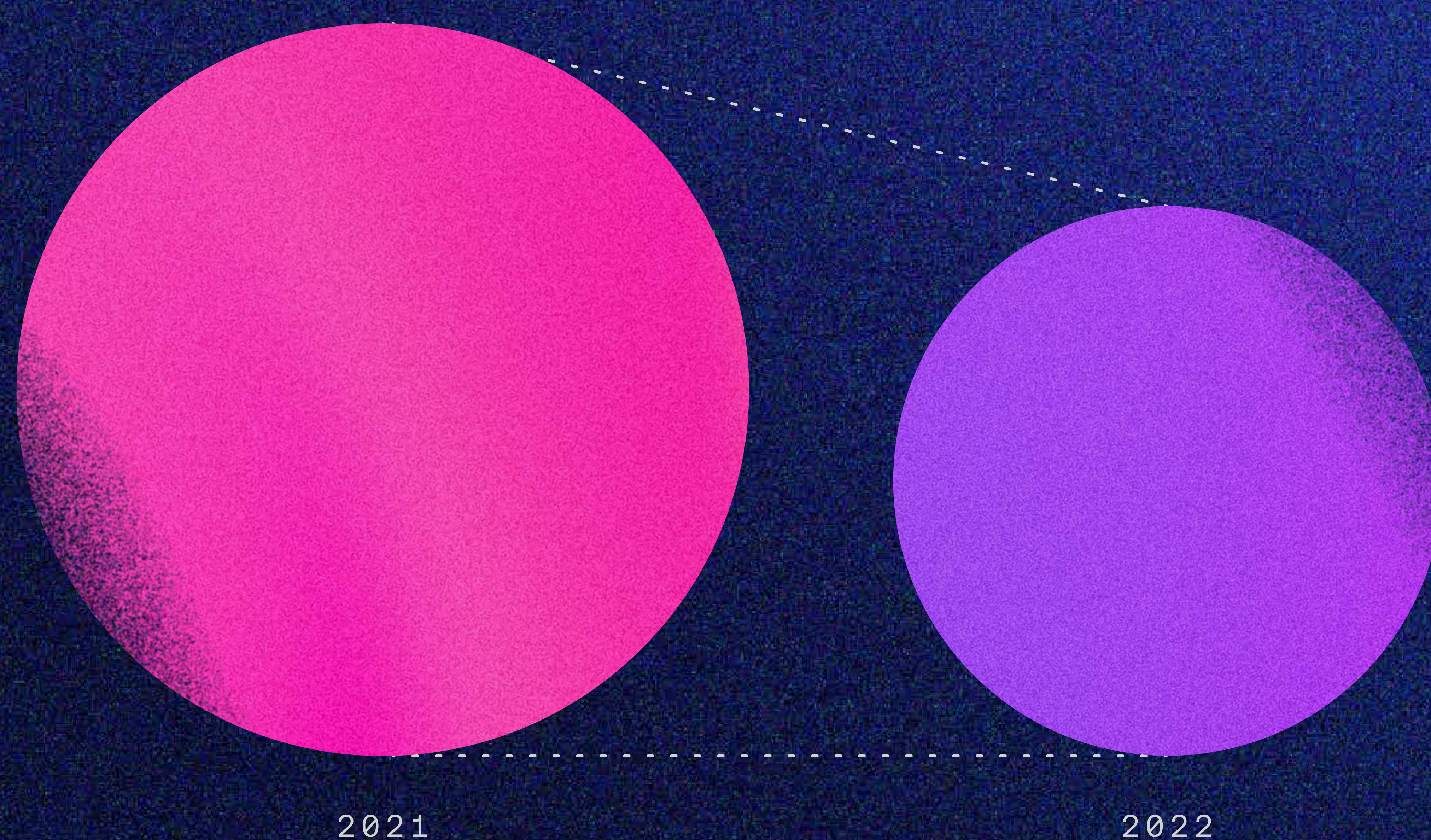
NATHAN MANUEL

HEAD OF WORKPLACE EXPERIENCE, PAGERDUTY



PagerDuty

Companies are investing more resources toward collaboration spaces as a way to better support hybrid work.



– 25%

REDUCTION IN
PRIVATE ME SPACES

across global portfolios from
2021 to 2022 according to
CBRE research.³

KILL HYBRID MEETINGS

Cloudflare is currently testing the idea of no hybrid meetings. If one person is remote for a meeting, then everyone joins remotely.

For example, if you have three people in one location, and one who is not, everyone calls into the meeting from a separate location (like phone booths). This ensures everyone has the same meeting experience.



“

We found that full participation in video conferencing was a total game changer. It leveled the playing field and made it easier for everyone to participate in meetings.”

CAROLINE QUICK

HEAD OF GLOBAL REAL ESTATE AND WORKPLACE, CLOUDFLARE

RAISE THE BAR ON WHAT WARRANTS A MEETING

94% OF PEOPLE WANT
SCHEDULE
FLEXIBILITY.⁴

They don't want a workday jam-packed full of meetings, but the flexibility of *where* we work has made it harder to be flexible about *when* we work.



“

The 30-minute video conference became the hammer for any given problem. Meetings should be to decide, debate, discuss or to develop people.”

.....
BRIAN ELLIOT

EXECUTIVE LEADER AT FUTURE FORUM AND SVP, SLACK

Elliot believes we need to rethink the purpose of meetings. Status reports and five-minute conversations don't have to be formal meetings booked on calendars.

“I can just message you,” he says. “Either open up a Slack huddle or call you on your phone and say, ‘Let’s just talk this out.’”

By raising the bar on what actually requires a meeting, you may help address one of the most common workplace challenges: misused meeting rooms.

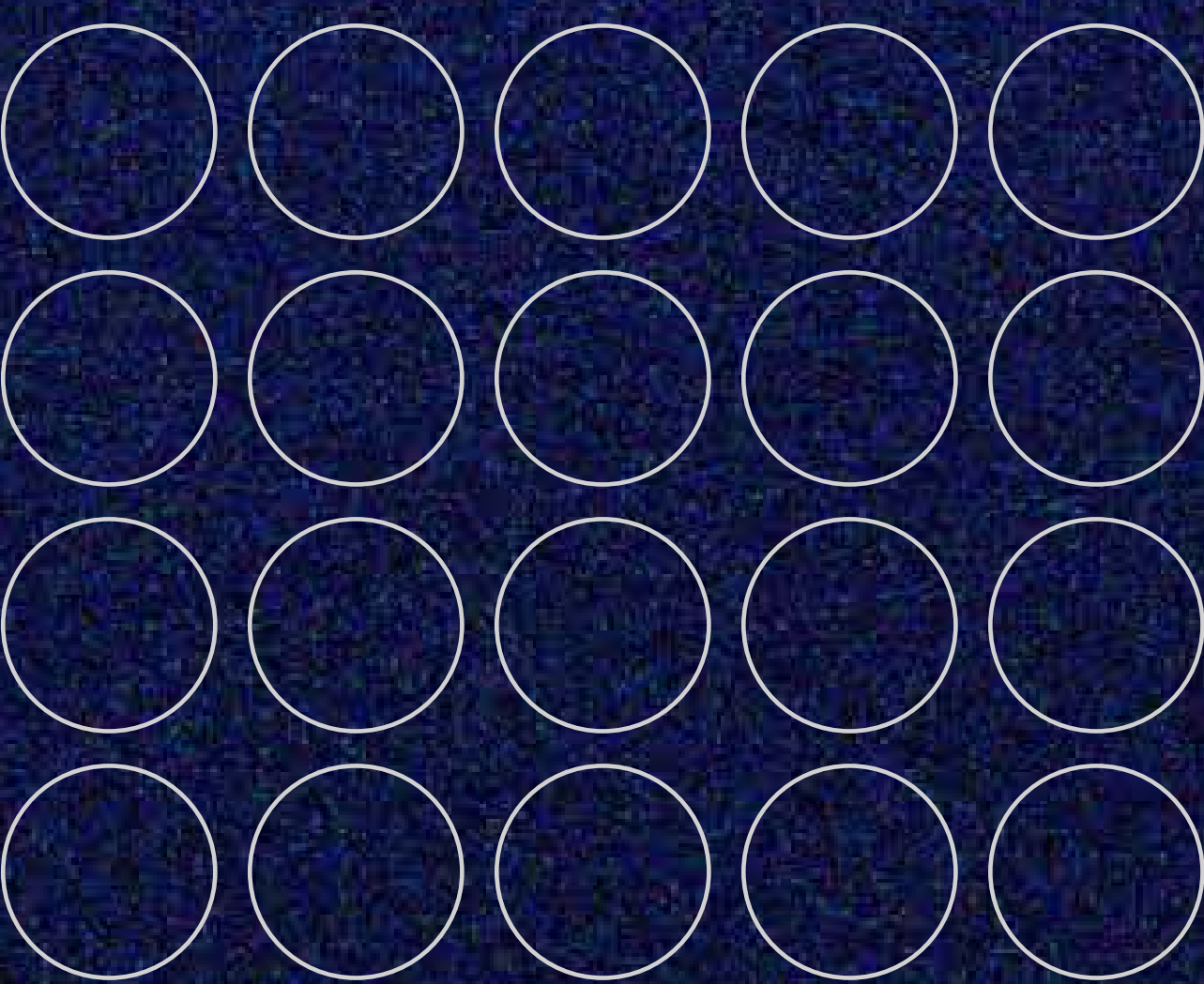
An analysis by Density in October 2022 found that the vast majority of its customers' analyzed team spaces are not being used as intended. The majority of spaces (71%) could support four times their actual usage, indicating that either the space or its usage is ready for change.

The analysis looked at how people used a mix of space types like large and small meeting rooms, collaborative open spaces, and phone booths during more than 500,000 working hours.

We found some surprising examples of how employees are returning to offices, such as multiple 22-person spaces that were consistently used by just one person; social spaces intended for 100+ people that were used by three; and a conference room that costs \$87,000 annually yet is empty more than 80% of the time.

22

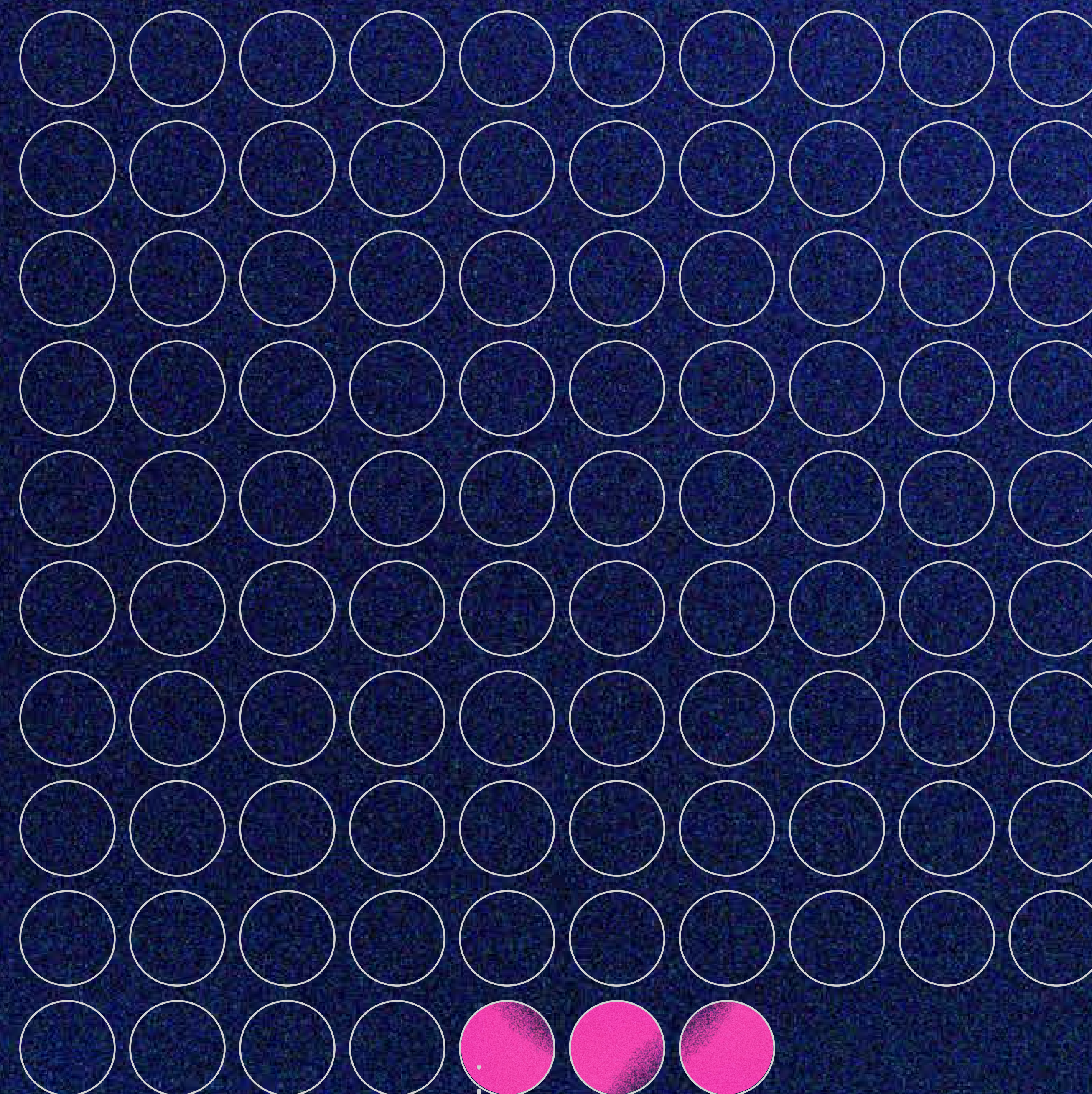
PERSON SPACES



1 OCCUPIED
BY ONE
PERSON

100+

PERSON SPACES



3 OCCUPIED
BY THREE
PEOPLE

DRIVE SPACE USE TOWARDS CRITICAL MASS

Today, “Do I have enough space?” isn’t the most relevant question. But neither is, “Do I have too much?”

In a world where office attendance is flexible, unpredictable and often centered around specific moments like team meetings and events, the right question to ask is: “What amount of space creates the best energy for collaboration in my workspace?”

Density calls this Critical Mass.



“

As people come back to physical buildings, the question on everybody's mind is, “How do you create a critical mass of people that keeps people wanting to be with their teams?”

ANDREW FARAH
CEO, DENSITY

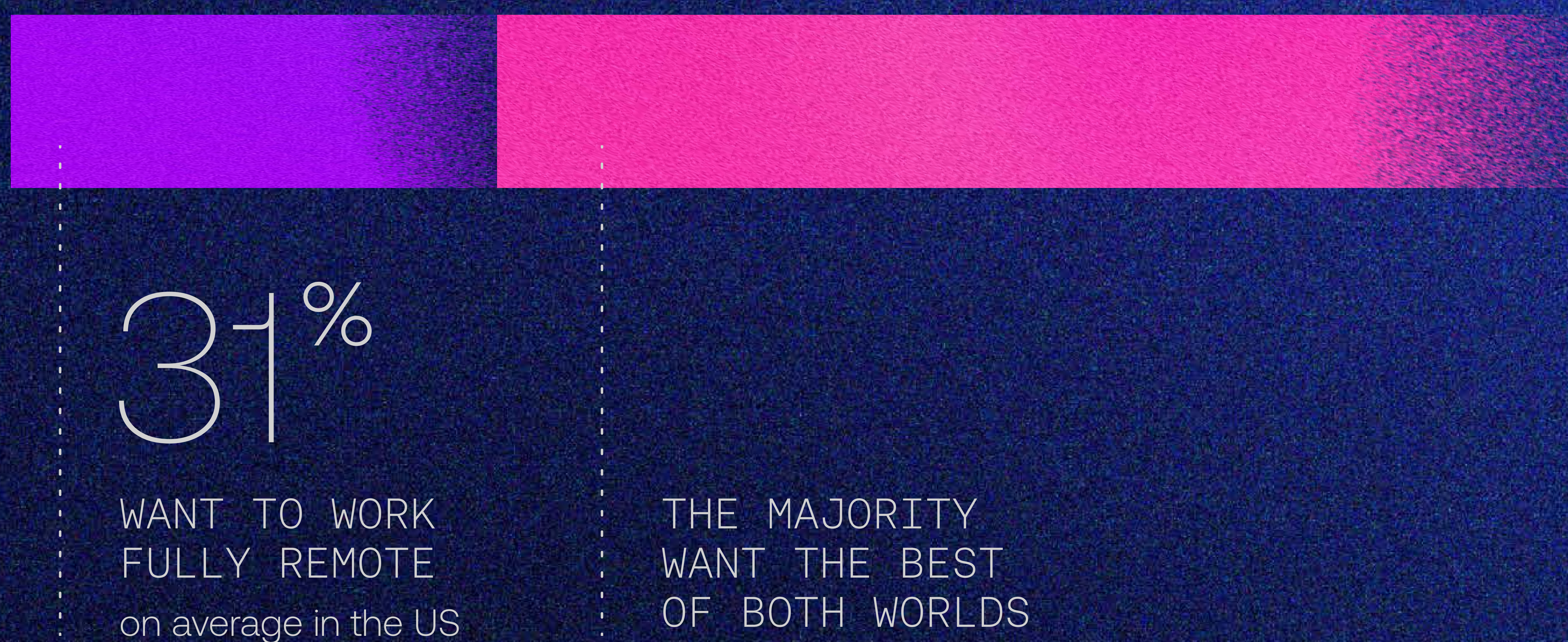
When companies hit critical mass, employees don’t feel like they’re alone in an empty cathedral or packed like sardines in a tin can. It’s just right. And the result is that feeling of kinetic energy in a space, a feeling of buzz.

Companies can understand if spaces are achieving critical mass by measuring how employees actually use any given office – calculating not just how many square feet are in use, but which spaces are used and how they’re used over the course of any given day, by how many people.

PEOPLE WANT
TO COLLABORATE.
LEAN INTO IT.

It's a myth that everyone wants to be fully remote.

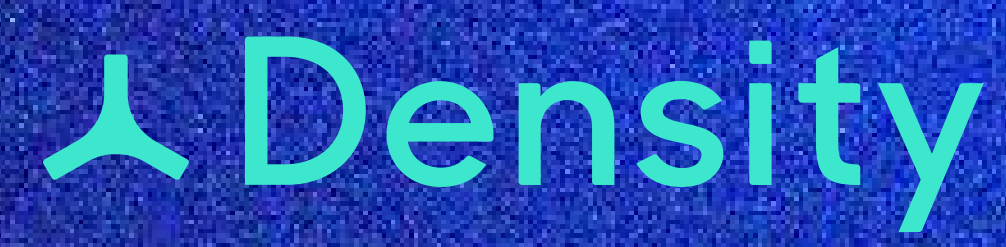
Some do—31% on average in the US—but the majority want the best of both worlds, where they come to work two to three days a week. ⁵



In fact, Gen Z is least interested in working from home and values in-person mentoring and socialization. It's no wonder then that as companies rethink their design standards, they're focusing on how to create better collaboration spaces.

These space types offer employees something work-from-home does not: face time with their colleagues.

Designing the future of work is about creating a place where people can make connections, foster relationships, and build culture.



Density helps companies measure and improve their footprint on the world. Its software unlocks comprehensive insights into how workspace is used through its privacy-first sensors.

These insights inform workplace decisions at companies ranging from Fortune 1000 to high growth tech, including Uber, Pinterest, Shopify, Okta and other household names in financial services, e-commerce and social networking.

Today, Density partners with companies that occupy more than 1.25 billion square feet across 32 countries.

[Request a demo](#)