

# WORKPLACE OPTIMIZATION & CHANGE EXPERTS

We improve how your business works.

We ultimately boost your output because of high performing ways of working and we guide you through the change program.

All so that your people can perform at their best.



Mark Bradshaw  
VP CRUX Workplace Inc.



David George  
CEO CRUX Workplace Inc.

The CRUX team is led by David George who has over 35 years' Workplace, Real Estate and FM experience. David's real passion is helping businesses create great places to work for their people and doing it in a way that's best for both the employees and for the business, based on evidence. David has extensive experience in defining, developing, and designing real estate and workplace strategy and change projects for occupiers. David is equally home working with the C-suite engaging and securing support for a major project, initiative and strategy or enabling delivery teams. Internationally, the company is represented in the UK & EMEA by iPWC Ltd, led by Mark Bradshaw.



Marris Wallder  
Associate Director



Iain Clarke  
Product Director



Lis Gleed  
Service Director



Liz Porteous  
Service Director



Karl Buxton  
Senior Consultant



Martika Smith  
Consultant



Kathryn Mitchell  
Senior Associate



Matwa Al-Memar  
Senior Associate



Gareth Andrews  
Senior Associate



Macy McKnight  
Change Associate

## OUR SERVICES



### REAL ESTATE STRATEGY:

We work at C-Suite level to determine the business strategy and how much space they need, where it should be located and configured and establish a business case for optimization and implementation.



### WORKPLACE STRATEGY & DESIGN:

Supported by our range of proven online engagement tools alongside deep business engagement to help model the future way of working & create flexible, production enhancing working spaces for employees so that they can perform to their full potential.



### CHANGE MANAGEMENT:

Helping to define the Vision and going deeper with your employees, so that they engage with the significant changes and thrive in their new working environments.

We are fortunate to work with leading businesses in all corners of the globe. As a result of delivering exceptional results throughout the UK, US and Middle East, we've earned the privilege to align with companies of all sizes across countless industries.



# WORKPLACE STRATEGY

The keys to developing a successful workplace strategy, one that supports and enables the employees to do their best work, focuses on understating the activities of the employees, the preferred location for these and then providing the most appropriate work settings to support those activities.

Traditionally this would have been done through some form of activities capture, whether that be an observational study, a space occupancy study, sensor deployment, ID card swipes and even IT log-ins. However, the pandemic has all but made these traditional approaches irrelevant, very few employees are in the office, most are working remotely.

Remote working has brought a new approach to management, one of trust. Businesses in many cases report productivity at pre-pandemic levels, some have even improved.

Therefore, this needs a new approach, one which can inform not only the amount of space a business needs, but also how it should be designed. But perhaps even more appropriately, which location is best for the range of activities from focus through to collaboration – and when the employees are collaborating, who are they collaborating with? All of this is needed to inform the workplace strategy, both in creating neighborhoods to support spontaneous collaboration but also to work out which teams should be in the office and when!

So, we enhanced and redeveloped one of our existing online tools to create the:



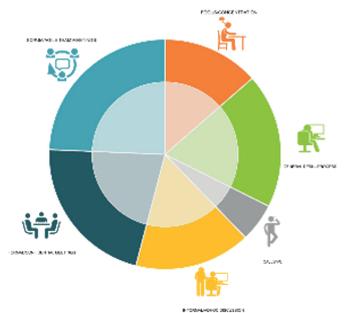
## WEX ENGAGEMENT TOOL

This bespoke tool can be used globally. We can roll out the data capture portal to employees from a few hundred to many thousands of employees, easily accessible from a private link. The portal collates data across a wide range of activities, tasks, interactions, collaboration and other key metrics to do with the way work is done.

Data is collated to capture a comprehensive range of activities from quiet focuses work through to informal an informal collaboration activity –



- this can then be reported on a team, department, building, location, or country basis



Wex also captures the preferred location for those activities, which means that we can start to understand the number of employees in either a remote or office worksetting and the activities they will be undertaking in each location.

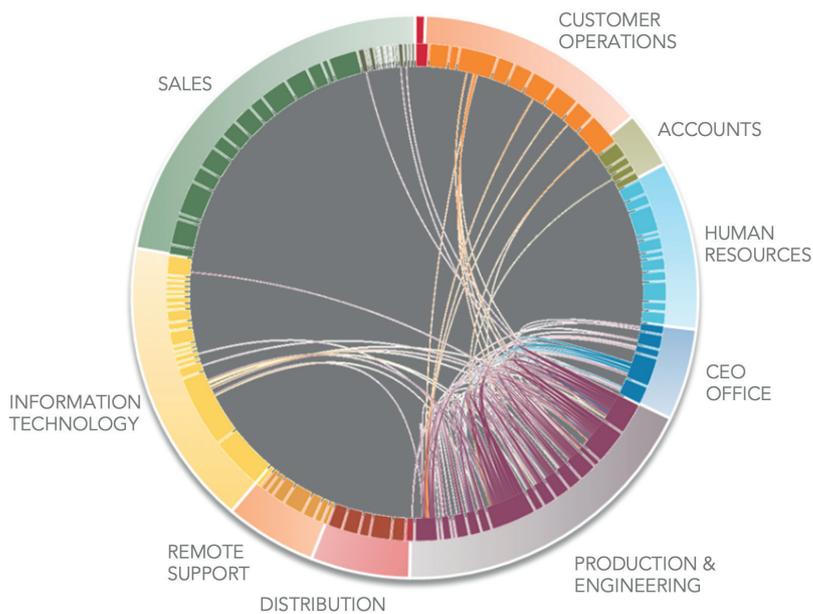
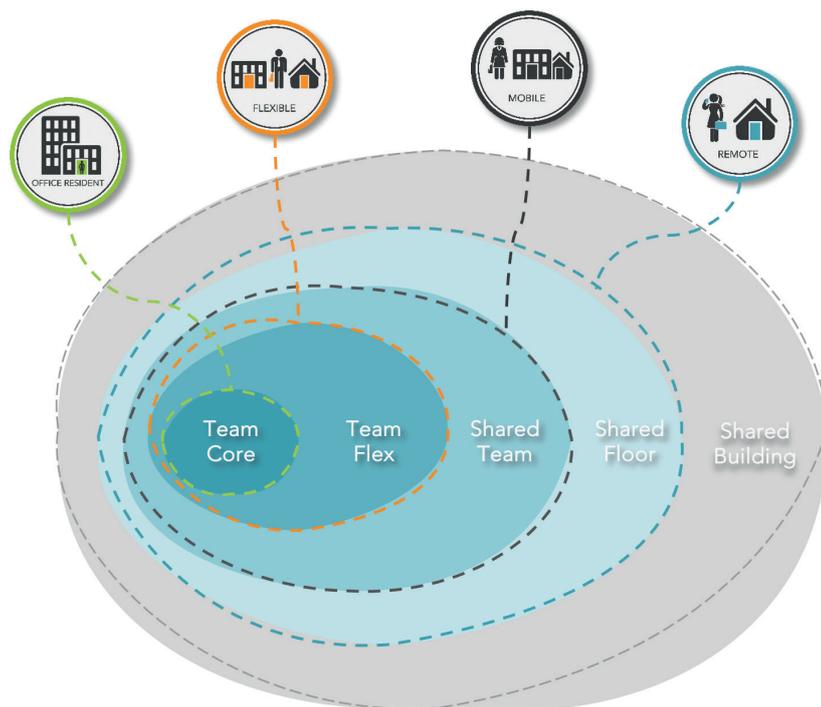
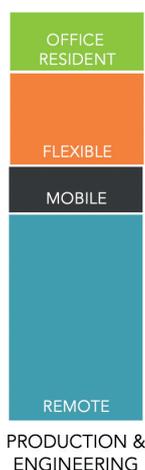
This provides rich data with which to profile the employees, feeding into the Change Management program and a recognition that 'no one size fits all'.

So, now we know what activities the employees are doing, and their preferred location to best undertake those activities; now we need to understand who they are collaborating with – capturing the opportunity to enable the illusive spontaneous interactions.

But before we do that, let us look at the workplace planning rationale. On the basis that the profiles of employees who attend the office most frequently (we call them an 'Office Resident') we assign them to the Team Core space.

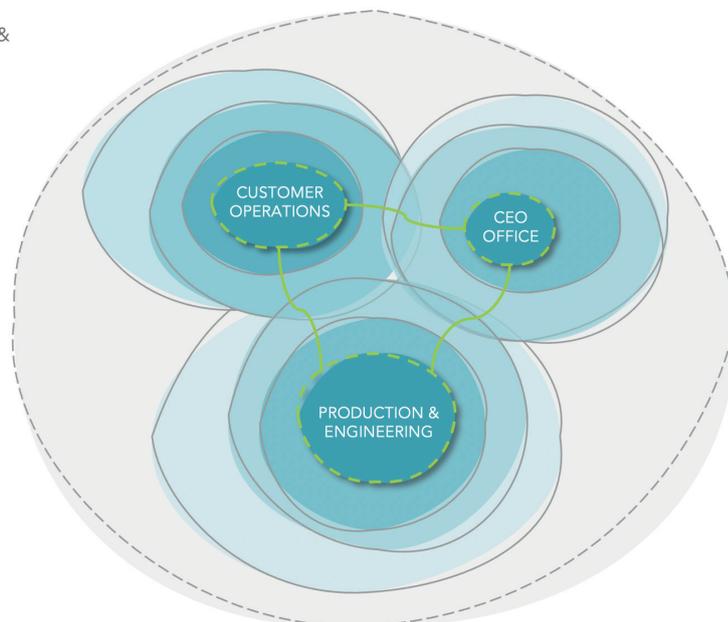
Those with decreasing in-office presence, 'Flexible', 'Mobile' and 'Remote' employees then are able to make use of flexible team, shared team and shared floor space within the building when they are in.

The shared spaces are shared with the adjacent teams – which is where the collaboration mapping comes in!



Now we join up the dots, linking those teams together who need to collaborate, identifying who, when and how frequently they need to collaborate, both virtually and in-person. This graphic to the left below shows the physical collaboration activities between teams, represented by the chords between the colored team zones.

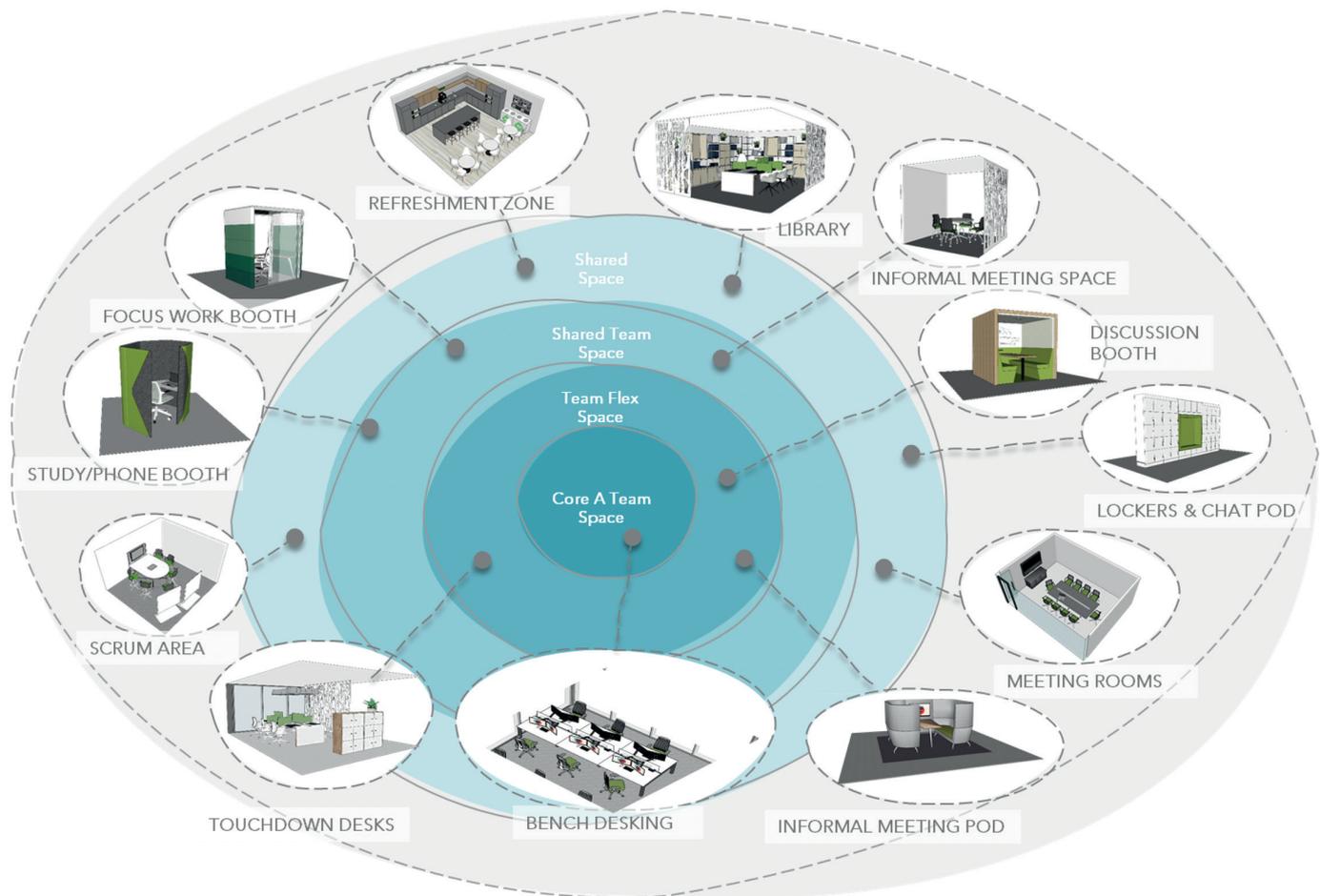
In this example, the Production & Engineering, CEO Office, and Customer Operations work closely together. On the right is the workplace strategy rationale showing these three teams in close proximity, using overlapping shared spaces that enables the impromptu, unplanned collaboration to take place when they are in the office.



And since we now know what activities are taking place in the office space (this is usually and predominantly collaboration activities), we can start to populate the spaces with the correct range and number of work settings from quiet focus work areas through to team collaboration spaces, which also then informs the amount of space a team, company and ultimately business needs!

Obviously, data captured and reported this way is only part of the story, however, this gives the workplace consultant and the client evidential employee data to support the new way of working and workplace strategy.

Stakeholder interviews are held with heads of departments and teams to better understand work processes, business needs and drivers and long run strategies that the business has and together this give the rich data to design an evidence based workplace strategy and design.



## KEY BENEFITS OF WEX APPROACH

- Employees engaged in the process which leads to greater 'buy-in' to the end solution
- Employee profiling - know how many remote workers and in-office workers you have and everything in-between!
- Know how much space you need in the office
- Know what and how many work settings you need to support the employee activities
- Evidence to support decision making across a range of metrics
- Map and understand collaboration so you can create the serendipitous interactions that lead to knowledge exchange and innovation